



## Pet Stylists Certificate Programs:

This year we have four fantastic days of seminars featuring the *Super Star* talents of many of the industry's most renowned Pet Styling Artists. Plus this year includes 5 hours on Animal Behavior & Handling, a 4 hour Basic Massage Program, and a 4 hour ISCC Pet Injury Prevention, 1st Aid & CPR Certification Program — Plus a 2 part series on the Art of Competition, a 5 parts Creative Extravaganza and pet styling seminars and demos on Poodles, Doodles, Yorkies, Setters, Bichons, Shih Tzus, and Asian Styles. It's truly a Super Show!

**Individuals completing (ten) of the Pet Stylist seminars in addition to (four) of any of the other seminars will receive a special Pet Stylist Certificate.**



### **The Mechanics & Art of Pet Styling, parts 1-4 by Pam Lauritzen, Melissa Sirianni & Scott Wasserman**

Would you like to master scissoring techniques? In this four part series, you'll learn how to scissor smoother, faster and without neuromuscular injuries (carpal tunnel, tendinitis, etc.) from award winning and internationally renowned scissor experts, Pam Lauritzen, Melissa Sirianni and Scott Wasserman.

#### **Topics Include:**

##### **Part 1: Finding the Right Shear for You! by Pam & Melissa (Thurs.. 1:00pm)**

In this timeless presentation and hands-on demonstration, Pam will share her proven ergonomic methods of choosing and using shears that will improve your scissor technique while assuring neuromuscular health. **Included is:** "developing the perfect grip & scissor technique", "blade & point angles", "guide blade scissoring, and "avoiding neuromuscular stress". Be sure to attend this program before purchasing another shear.

##### **Part 2: Practical Carding Techniques, by Scott & Pam (Thurs. 2:15pm)**

Do you know the differences between the types of carding tools? Do you understand carding techniques & methods and how carding can improve the overall quality of your trims while also improving the health of the pet's coat? Do you know the difference between handstripping and carding techniques? Have you ever used "Carding" techniques to produce a more "natural" look? Would you like to learn safe and efficient "Shed Control" techniques that will help you avoid clipper marks? **In this presentation, Pam & Scott will share their best tips, tricks & secrets for "Carding" canine and feline coats!**

##### **Part 3: Balance, Symmetry, Geometrics & Style! by Pam & Scott (Thurs. 3:30pm):**

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 (a time proven method of defining the shape of the pattern to be placed on the dog), Setting the "Centerline", and Creating "ideal" angulation. It's a power-packed session that is sure to improve the quality of your trims.

##### **Part 4: Body Positioning by Pam, Melissa & Scott (Thurs. 4:45pm)**

This session focuses on how to scissor faster while improving the quality of your work. Included is **"Pivot Point Scissoring"**, a revolutionary scissor technique to blend the coat & achieve correct angulation, and **"Guide Blade Scissoring"** that will improve the smoothness of the trim, and **Body Position in Relationship to the Task**, a revolutionary technique developed by Pam that will improve the overall quality of your trims while saving you time and neuromuscular stress. A pioneer in the mechanics and art of pet styling, Pam will share her award winning and proven scissoring techniques and methods with you.



### **Asian Fusion Easy (Tips & Tricks for Everyday Asian Styles) by Charla Jenkins (Sun., 10:00am)**

Asian Fusion trims are all the rage! These innovative, creative, and colorful styles are a favorite of customers and pet stylists throughout the world. In this inventive seminar nationally renowned Asian Fusion expert, Charla Jenkins will explain how to create cute, easy to maintain Asian Fusion trims that will WOW your clients. You'll love this unique seminar and the opportunity to learn how to achieve the Asian Fusion look from one of the industry's best!

### **Styling the Golden Retriever by Carol Fellbaum, (Fri., 4:00pm)**

Award winning Pet Stylist and Golden Retriever expert, Carol Fellbaum will discuss the unique coat characteristics, conditioning techniques, and the tools, techniques and methods required to create the "ideal" Golden Retriever trim. She'll show you how to maintain expression, balance, symmetry and style while satisfying your client's need for a breed standard trim that is easy to maintain. **Watch award winning Pet Stylist, Carol Fellbaum share her "styling tips & secrets" as she performs her magic.**



### **Creative Extravaganza by Lynnette Whitsel Jacobsen, Angela Kumpe, Lori Craig & Deborah Walker**

Would you like to master creative styling techniques? This year the Classic is proud to present an extraordinary five parts program featuring four of the all time great, award winning Creative Styling Artists. These outstanding seminars will take you from the beginning of Creative Styling — to the introduction of color — and finally to the many innovations and styles of today's artists. We invite you to take a front row seat at this unique series of seminars. Programs include:

##### **Part 1: The Beginning — My Spiral Trim by Lynnette Whitsel Jacobsen (Sat., 6:00pm)**

##### **Part 2: The Introduction of Color — Going Big! by Deborah Walker (Sun., 8:00am)**

##### **Part 3: Innovations in Color & Style by Angela Kumpe & Lori Craig (Sun., 10:00am)**

##### **Part 4: Even More Innovations in Color & Style by Angela & Lori (Sun., 12:00noon)**

##### **Part 5: The Next Generation — a Q/A Session by Lynnette Whitsel Jacobsen, Angela Kumpe, Lori Craig & Deborah Walker (Sun., 2:00pm)**



### **Poodle Patterns & Styles, parts 1-4 by Vero Da Sylva**

How would you like an opportunity to learn Poodle Styling from internationally acclaimed, award winning Pet Stylist, Vero Da Sylva? With their long necks, square bodies, high set tails and stylish coats Poodles are a favorite of every Pet Styling Artist. If you've been looking for some great ideas and techniques on how to turn those plain looking Poodles into works of art — **THEN don't miss this outstanding opportunity. Included is:**

##### **Part 1: Understanding the Breed Standard & Profile (Fri., 8:00am)**

##### **Part 2: Show Trims Vs. Pet Trims - Continental & Dutch Trims (Fri., 10:00am)**

##### **Part 3: Tips & Tricks for Style - Asian, European & Miami Trims (Sun., 8:00am)**

##### **Part 4: More Tips & Tricks - Eng. Saddle, German & Puppy Trims. (Sun., 10:00am)**



### **Pet Styling Yorkies by Charla Jenkins (Fri., 4:00pm)**

With their straight, silky, sometimes fine and oily coats, Yorkie pet trims are often challenging. They require imagination and resourcefulness in order to bring out their character while creating an easy to maintain healthy coat. In this fun and inventive presentation, Charla will discuss coat care while exploring different, unique, cute, and easy to maintain pet trims designed for those adorable Yorkies.

### **Doodles & Teddy Bear Heads by Nicole Kane (Sat., 6:00pm)**

In this multi-faceted presentation, Nicole will discuss and demonstrate shortcuts for trimming Doodle and Teddy Bear Heads. She'll show you how to evaluate Doodle head, body and coat types to create a trim that is balanced, symmetrical, suits their character, and is easy to maintain. Nicole will also show you how to create cute, easy to maintain Teddy Bear heads. Don't miss a minute of this informative seminar.

### **The English Saddle Trim by Vero Da Sylva (Sun., 2:00pm)**

Award winning Pet Stylist, Vero Da Sylva will demonstrate the AKC Accepted but rarely seen English Saddle Poodle Trim. Don't miss this unique opportunity to learn how to create this beautiful and stylish trim. Plus Champion Bay Flower JP Brings Me Serenity alias "Fuji" will be presented in a fully coated, English Saddle Trim during this seminar.

### **The German Poodle Trim by Irina Pinkusevich (Sat., 8:00am)**

Award winning Pet Stylist, Irina Pinkusevich will demonstrate a Poodle trim that first originated in Europe and has now become a popular trim in the U.S. If you've been wanting to learn how to perform this innovative trim — then don't miss this rare opportunity to learn from one of the industry's best pet stylists.

... you'll find this year's *Super Stars* have LOTS to offer.



**More Pet Stylists  
and Bather/Dryer  
Certificate Programs  
Continued . . .**



**What the Doodle? parts 1-2 by Joshua Morales (Fri., 12:00noon & Fri., 2:00pm)**

What do Golden Doodles, Labradoodles, CockAPoos, Snoodles, and Berniedoodles have in common? They are all doodles (a combination of a purebred dog with a Poodle). The real question is how to groom and style them. It is impossible to predict their personality and body types. Plus, their coat types range from short to long, straight, curly or wavy, thin, dense or in between - so other than

doing a short easy maintenance trim - how can they be styled? In this inventive two part presentation, Joshua will first discuss how to evaluate their conformation and coat and will follow up with a PowerPoint presentation illustrating a variety of "doodle" styles. If you would like to learn how to evaluate and style those multi-faceted, sometimes impossible "Doodles" - don't miss a minute of these two innovative presentations.



**Buyer Beware! (Where Are My Shears?) by Dara Forleo (Fri., 4:00pm)**

Have you ever had the feeling that selection of shears, thinners, and chunkers were so overwhelming you could not decide what to choose? Yes? Let's talk . . . Style, Steel, and Edge. How to shop for the perfect set of shears is the focus of this shear delight seminar. **Don't forget to bring your shears — they can tell your story.**



**The Art of Competition, parts 1-2 by Irina Pinkusevich (Part 1: Sat., 2:00pm) (Part 2: Sat., 4:00pm)**

Have you ever thought about participating in a pet styling competition, but would like more information before jumping in? Are you currently a pet styling competitor but want to improve your performance? Even if you're NOT interested in competition — would you like to improve your overall skill level? Then this seminar is definitely for YOU! Don't miss this fantastic opportunity to learn about [Competition Pet Styling] from international award winning, GroomTeam USA member and outstanding speaker, Irina Pinkusevich.



**The Michelin Trim — a "Hands-On" Demo by Lynnette Whitsel Jacobsen (Sat., 10:00am)**

In this LIVE, HANDS-ON CREATIVE STYLING demo, Lynnette, creator of the "Spiral Trim" will demonstrate an interesting new creative trim — the "Michelin" trim. During the demo, she'll also discuss creative styling techniques and methods and how to develop and execute both practical and winning creative styles. An entertaining and educational seminar you shouldn't miss!



**A Groomer's Guide to Purebred Dogs, Parts 1-4 by Jennifer Bishop**

Recent scientific studies have revolutionized our understanding of dogs and their history as they have developed into their breeds, groups, coat types, unique anatomical features, amazing abilities/utilities, and the engaging behaviors that we see today. This seminar is intended to provide pet care professionals with a deep understanding of, and powerful evidence for the importance of the pet grooming and styling profession. **Sit back and enjoy these four dynamic and enlightening seminars presented by Jennifer Bishop. Seminars include:**

- Part 1: Human/Dog Co-Evolution (Thurs., 1:00pm)** - Scientific evidence indicates that dogs may have domesticated humans and contributed to the survival of humanity. What is a purebred dog and how do designer cross-breeds fit into the bigger picture.
- Part 2: Groups, Breeds & Coat Types (Thurs., 2:15pm)** - Why does the origin of seven AKC Groups help us understand their grooming needs? What are the major coat types and why was each created? How can you benefit from dog shows?
- Part 3: Grooming & Coat Types (Thurs., 3:30pm)** - Tools, Equipment & Grooming Techniques & Methods for each coat type is highlighted in this presentation. Learn the difference between preparing a coat for show vs. pet.
- Part 4: Grooming Working & Herding Breeds (Thurs., 4:45pm)** - Learn about the development & specific grooming needs for Working & Herding Breeds. Learn how the working and herding groups contributed to the development of the modern human economic systems.

*Join us at the 2018*  
**ANYTHING GOES!**  
LET YOUR IMAGINATION GO WILD  
**CREATIVE STYLING COMPETITION**

**IMAGINE YOUR FAVORITE THEME!**

NOW ADD DOGS STYLED AND COSTUMED IN CREATIVE DESIGNS  
ADD PROPS, SCENERY, SPOTLIGHTS, CAMERAS, AND ACTION — AND YOU'VE GOT THIS YEAR'S EXCITING AND FUN

**"U.S. OPEN" CREATIVE CHALLENGE PET STYLING CHAMPIONSHIP.**

**THAT'S WHAT'S HAPPENING AT THIS YEAR'S U.S. PET PRO CLASSIC.**

HELD DURING THE AWARDS BANQUET  
8:00PM, SATURDAY, NOV. 3RD

*Only \$35 pp.  
Included in "Stylist Deluxe Pkg!"*

*... See the Classic Contest Rules Addendum for more information! If you have further questions, call: (972) 414-9715 or Email: classic@petstylist.com*



**Shih Tzus Made Easy by Charla Jenkins (Sat. 6:00pm)**

Shih Tzus present a variety of grooming and styling dilemmas. Their long, drop coats tend to tangle and mat easily. When not adequately cared for at home, they can become your worst nightmare or a joy to behold. In this seminar you'll learn time-saving, brushing, combing & dematting techniques. Plus, Charla will demonstrate a specialized styling techniques for "parting their coats", making their side coat lay down, and banding their topknots. She'll focus on both easy maintenance pet trims and show techniques that are certain to save you time and add extra style your clients will love!

**D-Stress At the Classic Spa by Deborah Walker & Pennie Stone (Fri. 6:00pm)**

In these times of balancing work, family and extracurricular activities, stress has become part of our daily lives. There is little opportunity to relax and just enjoy life. This year the Classic invites you to a TIME-OUT with Deborah and Pennie who will help you unwind, chill-out, and relieve your stress while at our Classic Spa. Enjoy the serenity of a zen atmosphere while Deborah shows you how to relieve your tense, sore muscles through massage and calm your body, mind and soul through meditation. Let Pennie show you how to heal your body through Reiki — and how to Feng Shui your salon creating a calm, happy and prosperous business. Learn how to create positive changes in your life that will allow you to increase business, creativity and success. **You'll LOVE this fun, entertaining and tranquil seminar!**



... and Look There's  
Even More Bather/Dryer,  
Pet Stylists & Management  
Certificate Programs:

photo by Tom Weigand,  
The Winning Image



**Styling the Bichon, parts 1-2 by Carol Fellbaum**

With their cute faces and powderpuff look, Bichons have become a favorite household pet. Understanding the Bichon breed standard and show trim is the focus of this outstanding presentation by Bichon breeder/handler and award winning pet stylist, Carol Fellbaum. Don't miss a minute of these dynamic presentations that include breed profile, "Faulting your dog", the Bichon headpiece and how-to create the "ideal" show and pet trims. If you want to learn how to turn those plain-looking Bichons into a "Work of Art", then take a front row seat for these seminars.

**Part 1: The Breed Standard Trim (Sat., 2:00pm)**

**Part 2: The Pet Trim (Sat., 4:00pm)**



**Setter Trims & Styles by Joshua Morales  
(Sun. 12:00noon)**

Want to learn how to groom and style Irish, English and Gordon Setters? In this presentation, Joshua will do a comparative analysis of the Irish, English and Gordon Setters. He'll discuss their breed standards and the differences in styling methods and techniques. Josh will discuss how to create "ideal" expression, balance, symmetry and style. If you've been trying to figure out how to correct those short necks, low tailsets, rolls of fat at the base of the neck, poor toplines, east/west feet, long bodies, and how to trim the ears — then don't miss a minute of this seminar by award winning & Super Star stylist, Joshua Morales.

**Clipper Maintenance & Repair — A Platform Demo  
by Bill Thweatt, Ft. Worth Shaver (Fri., 4:30pm)**

Master blade and scissor sharpeners and owner of Ft. Worth Shavers, Bill Thweatt will conduct this year's clipper and scissor maintenance and repair workshops. Learn how to maintain and prolong the life of your clippers, blades, and shears. Bill will also be in his booth throughout the show to answer questions and assist you with any equipment problems you may be experiencing. **Bring your Shears & Blades for sharpening!**

This seminar is credited towards ISCC Clipper maintenance & repair written exam (test #202)! Obtain the ISCC Verification form at the ISCC Booth.



**Styling the Australian Shepherd by Patsy Edmonson & Jennifer Bishop (Sat., 12:00noon)**

Aussies have become one of the nations most popular breeds. In this hands-on demo, nationally recognized Pet Styling and AKC Judge, Patsy Edmonson assisted by Jennifer Bishop with her Champion Australian Shepherd will demonstrate how to trim Aussies for both show & pet. **This demo is a Must-See.**



**Short but NOT TOO SHORT! by Kaoru Nakajima  
(Sat. 10:00am)**

Let's face it! In this fast-paced world where everybody works and is too busy to maintain their pet's coat. Short, easy-maintenance trims are not just a necessity — they are a "way of life". In this seminar, Kaoru will show you how to achieve cute, easy-maintenance trims that your clients will love!



**Life Hacks for Dog Groomers by Laura Hearn  
(Sun., 8:00am)**

What happens when a dog kicks your clippers off your table? Duct tape it of course! House-call groomer, Laura Hearn discusses everyday situations you may encounter that will either make your grooming life easier — or allow you to move forward with your day when nothing goes as planned.

**Take Time to SHOP!**

Whether its shears, clippers, blades, shampoo, tables, dryers, etc., you'll find it at this year's Classic — along with some GREAT "Show Specials"!

Stock up for Christmas. **Shop the Classic Trade Show!**



In Addition to our  
other Super Seminars,  
**THIS YEAR'S Classic**  
is Featuring these **2 Great Programs!**  
Thursday, Nov. 1st, 1-6pm  
CPR Repeats Sunday, 8am-3pm

**Basic Massage & Acupressure Therapy**  
Program for Canines & Felines Wellness by Deborah Walker

With so many Americans working full time, pets are often left "HOME ALONE" to deal with boredom, anxiety, loneliness, and STRESS!

**Canine Massage & Acupressure Therapist**, Deborah Walker will teach you specialized stress-relieving pet massage therapies that will benefit the health and wellbeing of of your client's pets. **Included is:**

**Parts 1-2: Canine Massage & Acupressure Seminar covering:**

- Major canine muscles and muscle groups.
- Physiology and muscle strain due to stress, excess or inadequate activity, or poor circulation.
- Canine Massage Therapy Techniques & Methods
- Massage Therapy Services

**\$95pp**

Included in  
"Stylist Deluxe"  
Reg. Pkg.

**Parts 3-4 (Designed ONLY for "Hands-On Practice")  
Hands-On Canine Massage Techniques**

Deborah will perform practical skills demonstrations. Followed by an interactive hands-on session. Attendees are welcome to bring their own pet for this session.

**Learn how to** properly execute a Full Body Massages as well as specialized Foot & Leg Massages, Face, Cheek & Ear Massages, Head & Neck Massage — **PLUS so much more!**



Don't  
Miss This  
Outstanding  
Seminar



**Pet Injury Prevention,  
1st Aid & CPR for Dogs & Cats**

**ARE YOU PREPARED?**

This 5 hour ISCC Pet Injury Prevention, 1st Aid & CPR seminar & certification was designed specifically for pet care professionals who are constantly dealing with unpredictable situations when grooming, styling or handling their canine and feline clients.

**Margie Miller,  
ISCC 1st Aid, & CPR  
Trainer & Certifier**



**Michael Brooks,  
ISCC 1st Aid, & CPR  
Trainer & Certifier**

**Learn 1st Aid procedures for:**

- Cardiac Arrest
- Choking
- Clipper Irritation
- Burns
- Heat Stroke
- Nicks/Cuts
- Respiratory Failure
- Seizures
- Shock
- Nicked tongues

**& so Much More!**

**Repeats on Sunday Only \$95pp**

**ISCC Pet Injury Prevention, 1st Aid & CPR Certification will be awarded to individuals who successfully complete this course and pass the written & practical skills tests.**

**SIGN UP FOR One or Both**

Register NOW for one of these extraordinary 5 hour Seminars