

Quarterly Newsletter-March 09

"Unless you change how you are, you will always have what you've got."

Excerpts from the The Treasury of Quotes
Rohn, 2002.

by Jim

I was thinking of how stupid I was this past December as I was busy grooming dogs, writing out Christmas cards for customers, family and friends, and trying to find some extra time to shop for a few last gift items, plus getting them all wrapped! I could have saved myself a lot of stress if I had just planned ahead and had all of the cards, shopping and wrapping done early. Then I would have only had to worry about customer appointments and the weather (which, of course, is out of my control). Every year Christmas lands on December 25th, so I'm making it my goal this year to get cards done by Oct. 31st, have my shopping done by Nov. 22nd, and having everything wrapped by Dec. 1st.

Whenever I talk to groomers around the holidays they all seem stressed out more than anything. It seems to me that although we can't be perfect all the time we could certainly ease up on our anxiety levels by getting things organized in our lives. It doesn't have to be difficult either, just a matter of thinking ahead a little. Christmas should be a time for everyone to enjoy, not just everyone else! I think I deserve to enjoy the holidays so I keep lists. When I write things down I tend to get them done and I don't forget things while I'm out running errands! I know that about myself, I'm forgetful, so I always have a list somewhere! If you're not in the habit yourself of keeping lists then try it. It just might help you too. It could make your life so much easier.

When I read the quote above I thought of how much sense it made. Our lives will never change for the better if we don't take control, learn from our mistakes and make the changes ourselves. Other people don't make our lives easier, they tend to complicate things, so it's up to us. And deadlines don't make our lives easier if we keep waiting until the last minute, like December 24th! So this summer, when things are rolling along pretty smoothly, start thinking about those gifts, get some shopping done and order your customer cards! Also, as an added bonus, when you plan ahead you tend to save money! When I buy my Christmas cards right *after* Christmas, I get them for 50-75% off. This year maybe we won't be so burnt out by the time the holidays roll around and we can actually relax and remember what they're all about!

by Vicki Reynolds

Groomer Survey Question

"Do you have a late cancel or no show fee for your shop? If so, what is it and how do you implement it?"

Sharon Coleman, secretary of the IaSPDGA and a groomer for over 30 years, says "I always do reminder calls, I also pick up all my dogs with me living in the country". She keeps her grooming dogs at the shop all day and because she does pick-ups she doesn't have much of a problem with people canceling.

Michelle Briggs, a groomer for 13 years in Hillsboro, IA, has "a no show/late cancel fee of \$6.00 first offense, \$8.00 second offense, \$10.00 third offense". In addition to the fees she generally makes them wait a while before getting them back in for another appointment and after the third offense she raises their grooming rates. In her experience, she has found that without consequences for their behavior some people will take advantage of a small business owner.

Tedra Edwards, our current IaSPDGA president from Ft. Madison, IA, grooms and runs a kennel and has never had a policy before because she didn't feel it was necessary. When someone cancelled or didn't show up she would use the time to get other things done. However, she admits that now that she has employees to pay she may have to revisit the issue. She believes that you treat people how to treat you, by being honest and straightforward with them they will generally return the favor and treat you the same way. She feels that if you reprimand someone it doesn't show that you appreciate them and they will likely not return.

Vicki Reynolds: I am pet groomer that has owned my own business for 9 years and I have found that people have consistent personalities and beliefs. Some customers would never think of cancelling without giving me days of prior notice but others can't seem to bother to give me a few hours notice, so I do have a policy that I need 24 hrs. notice for a cancel (exceptions are sudden illness, snowstorms or other actual emergencies), otherwise I charge an extra \$10.00 at the next appointment. Because I work alone they may also have to wait 2-4 weeks for another appointment and if I tell them that at the time they are cancelling they will sometimes change their minds and work it out to keep their appointment. If people start making a habit of always cancelling late for appointments or not showing up I have resorted to telling them it's not working out anymore and they need to find another groomer. I have lost over \$100 in a week before from no shows and late cancels and I believe I am worth better than that.

*If you have questions you would like to ask for our survey section send me an email or call me and let me know so I can use it for a future newsletter.

Recipe - Pumpkin Dessert - Very yummy!

1 large can pumpkin pie mix

3 eggs

1 can sweetened condensed milk

Mix together and pour in 9X13 pan. Sprinkle 1 yellow cake mix over top. Melt 3/4 cup butter and pour over cake mix. Bake at 350 degrees for 50 minutes. Serve with whipped cream. Optional: sprinkle chopped pecans over top.

Helpful hint: Cut the cake before it cools completely because the crust gets very hard and after it's cool it will smash when you try to cut it.

Buy - Sell - Trade

If you have anything you would like to try to buy, sell or trade with any other groomers out there then please send me all of the information via email at reynoldsvicki69@yahoo.com or by mail me at 2328 Baker Ave. West Branch, IA 52358.

Upcoming One Day Seminar in Eastern Iowa

We are planning 2 One Day Seminars this summer. The one in eastern Iowa is scheduled for June 28th to be hosted by Linda Teagarden at her shop in Princeton, IA. The theme for this seminar is "Back to Basics", meaning pet grooming (not show grooming) and the day to day workings of our groom shops and how we may all differ. All of the details have not been ironed out yet but I will send out one more newsletter before that date and give you all more detailed information. But for now, save a date on your calendars for an inspiring and educational day away! Remember, IaSPDGA members get to participate for free and non-members pay only \$15.00. Lunch is free to all attendees.

Financial Times

I am an Oprah Winfrey viewer and if you are not I would highly recommend it since it is usually very informative! On Wed. Feb. 25th she had a show about the economic crisis in our country and what we can learn from the experiences that other people are having. There were many people that had lost homes, some due to bad financial planning and others due to job loss. One family was actually living in a shelter when just a year ago they were living in a nice neighborhood, driving nice cars and buying their children fancy Christmas gifts. Another well educated woman with a family had lost her job due to downsizing and literally could not find another job that paid even half of what she had been making (it had been 2 years since she worked). I know, it's easy to judge, but have you really thought about how close you could come to that? I have!

Being a self-employed pet groomer I feel pretty safe. But all it would take is for me to get cancer and be laid up for 6 months or a year and I would have to practically start over from scratch! I'm sure some of my customers would come back but I probably would not be full time for

quite a while after that. This concerned me a few years back when I was finally working full time pretty steadily year round but had no money to fall back on. I made it my goal to get an emergency fund started so I knew I could live for at least 6 months with no income if anything were to happen. I finally made that goal but am now working on 12 months of income because things like cancer scare me and recovery can take much longer than 6 months! I now spend very little time worrying because I know I've done what I can.

Oprah asked each guest on her show what, if anything, they think they could have done differently to avoid the situation they're currently in. Every one said they would have saved more money while they were making it!

IaSPDGA Officers & Board Members

Tedra Edwards(pres.)319-372-5360, Kathy Poole (vice) 641-752-7387, Corine Barnes (treas.) 641-752-7387, Sharon Coleman (sec.) 515-462-4828, Michelle Briggs 319-258-9106
Virginia Plummer 515-981-5120, Ann Kirk& Carrie Henderson

**Dates for IaSPDGA Convention 2009 are
Oct. 17-19th - mark your calendars!**

Note: Anyone attending the Kansas City groomers convention May 1-3rd please be advised that Jason & Gordon of The Edge Pro will not be there this year.

Iowa State Professional Dog Groomers Association **Membership Application**

Date of Application_____

Name_____

Home Address_____

City_____ State_____ Zip_____

Shop Name_____

Home Phone_____ Work Phone_____

Email Address_____

Previously an IaSPDGA Member?___ # of yrs. experience___

Applicant Signature_____

Membership dues are \$35.00 per year. Any dues paid in the *current* year, by Dec. 31st, will be applied to a membership for the *following* calendar year. Make checks payable to IaSPDGA and mail to IaSPDGA, P.O. Box 528, Des Moines, IA 50302-0528.