

# IaSPDGA Quarterly Newsletter – June '09

Does this ever happen to you? You want to exercise and know you should but you just can't seem to get motivated? I have the same problem. Most of the time I tell myself that even though I don't feel like exercising that day I know that I will feel really good when I am *finished* exercising. If you think that you will always *feel* like it then you are seriously kidding yourself! Especially after a long day of grooming dogs! When I started grooming almost 10 years ago I noticed that I would get a lot of backaches and I had already heard of people in my area having to close up shop because of back problems. I did not want this to happen to me, especially after putting in the time, effort and money to get a business started. So I did what everyone told me to do and started working on my abs in order to support my back muscles. And it helped! That in itself was motivating. (It was also motivating to be able to see the muscles in my stomach when I was in a swimsuit!) In order to get motivated, find a reason to exercise that is more important to you than how you feel at any particular moment. As Gillian Hood-Gabrielson asks in her article "Get Moving: Top 7 Exercise Motivation Secrets" (topendsports.com) "What is important to you? What do you value in life?". It's not enough to just say that you want to lose weight, you have to have a reason for exercising that goes deeper into your system of core values in life. In my case, the most important thing is to keep my body strong so that I can actually *retire* from grooming instead of doing this for a while until my body gives out and then moving on to something else that I don't think I'll like nearly as much as being my own boss! For a good list of abdominal exercises (or any other exercises!) go to About.com:exercise or subscribe to any of the magazines out there aimed at physical fitness. If you make a habit of reading about these things you will become more interested in trying them.

The other important piece of information that I want to share about getting motivated to start exercising is to choose a really great list of high energy music that makes you want to move! I used to think that I could do some exercises while watching the TV but soon found out that it just does not work for me. It's boring, and besides, when most of us watch TV the usual thought process is to veg out! So, I made two CD's with favorite music of mine and my husbands and it's the only way we're able to get past the boredom of working on the elliptical machine for 15 or 25 minutes at a time! Music just has that effect on us. It makes us want to move. Other than using my elliptical machine, I really like to walk for exercise, but for me, the walking needs to take place outdoors. I need something to look at and I have to feel like I'm going somewhere. Standing on a treadmill is just not very interesting. So, generally I will walk more in the summer and use my elliptical machine in the winter and that helps change things up a little too. My point is, figure out what works for you. We are all different and require different stimulation. Just don't go out and buy a machine if you really are not sure that you will enjoy using it! You have to be willing to start an exercise program first then feel free to spend the money on a machine to further your progress.

When it comes to exercising it's always better to start simple. Get a beginner's video or check online for some basic core exercises and stretches to start with, then commit yourself to doing that 3-5 times every week. I see people all the time that go from never exercising to suddenly trying to run a few miles in one day. If you do that you will most likely burn yourself out from the get-go. That's too hard for any beginner, but doing something is better than doing nothing at all. Gillian Hood-Gabrielson also recommends that you "set daily measurable, achievable goals that allow you to feel successful every day". So instead of saying that you want to lose 50 pounds start by walking just 15 minutes every day. I've heard it said again and again that walking is the best exercise because it's low impact and easy to do. According to the American Heart Association "walking has the lowest dropout rate of any physical activity and has multiple health benefits". Once that becomes a routine you can make small goals for yourself like upping your walking time by five minutes each week. Keeping some kind of journal to track your progress is also helpful because it shows you how far you've come since starting. I know most groomers own dogs and they need to walk too. So, that should also help to motivate you! If not a dog, then ask a neighbor or friend to join you on your walks or for an exercise class. It's always easier to stay motivated if you have a support system!

I hope I've at least helped some of you in finding ways to get motivated to exercise. Summer is here so get out and enjoy it in a good, healthy way! Then keep it up all year and see where it leads you!

**Dates for the 2009 IaSPDGA Convention in Marshalltown, IA are Oct. 17-19<sup>th</sup>!  
Mark your Calendars, we would love to see all of you there!**

### Survey Question

This time of year (spring) when the customers seem to crawl out of the woodwork and the phone starts ringing off the hook I start thinking about how I might need to change my business due to demand. I am only one person and I know that I will never hire anyone else. So what is my next step? Therefore, my survey question for this newsletter is this:

**“When you start to book out a month or more at a time then what’s next? Do you stop taking on new customers? Do you stop taking on the types of dogs you hate to groom? Or do you just raise your prices?”**

**Vicki Reynolds** - As I started to explain above, I don’t want to hire employees but both last year and this year have gotten a little crazy during the spring and summer and before holidays. I have been raising prices (a little at a time) and I quote new customers a little higher but it doesn’t seem to be swaying many people. So I’ve decided that this summer I’m raising them by \$5.00 across the board (I try to just raise prices once a year). Also, I would say that my goal for my business has always been to get more of the “good, regular” customers that really care about their pet’s well-being instead of the once or twice a year people. So I keep encouraging my regular customers to pre-schedule which seems to be helping. I think by next spring I may start telling customers with the preference for the shave downs on their larger breeds that I don’t do that anymore because it’s always so hard to determine how much work it will be. It also makes it impossible to quote an accurate price and besides, I don’t think they should have their hair shaved off! I have also begun to tell new people on the phone with the larger breeds that I won’t do brush-outs anymore unless they get them in at least every 6-8 weeks depending on the breed. I already have a little tendonitis in my shoulder and I figure there will always be a younger groomer out there willing to do the things I’m not willing to do so I’ll just let them!

**Denise Davis** – Denise is a mobile groomer in Ankeny, IA and is also a former IaSPDGA president. She says that her tactic was to raise prices. Once she got to the point of being too full for new customers she started a waiting list. She left a message on her answering machine stating that her schedule was currently full but to leave all their information if they would like to be added to her waiting list and she would call them back to let them know what their groom price would be. Then if she had an opening for any reason, such as the death of a dog or an owner that moved away, she could fit in someone new. All the new customer’s prices would be raised above her old customers prices then at some point later she would raise the prices of the old customers in order to keep everyone at the same level.

**Kathy Poole** – Kathy is a long time groomer in Marshalltown, IA and is also the current Vice President of the IaSPDGA. She says that she doesn’t really do any of the above. When she has a lot of demand she just schedules more dogs in a day and she works the overtime as opposed to making her employees work overtime which saves her from having to paying them extra for it. She has worked 12 - 15 hour days before in order to accommodate customers. She also says there are always older dogs that pass away and that makes room for new customers. She doesn’t refuse to do any certain breeds because she knows it’s just as important for their owners to have them groomed as it is for the little dogs owners. She hasn’t raised her prices based on demand instead she keeps her prices in line with the other groomers in her area.

**Gaye Pierson** – Also an Ankeny, IA groomer who was once our IaSPDGA president, Gaye says “I would evaluate my ability to hire staff, be it part time or full time. Also look at what type of staff would fill the need best; a bather, receptionist, another groomer or a trainee. I definitely would want to capitalize on business coming my way, and not give the impression they should go elsewhere.”

**Congratulations to Stacy Stoneking** from Hiawatha, IA on passing her written exam on sporting breeds with the NDGAA on May 2<sup>nd</sup> in Kansas City! She is a member of the IaSPDGA and we’re always proud when someone takes on such a challenge. Good luck with the rest of the tests Stacy!

**“Failure, if it’s chasing you, will run you toward excellence”.** This is a quote by Dave Ramsey in his Town Hall for Hope live broadcast on Fox Business Network last April 23, 2009.

### **Did you know?**

My sister sent me an article from her local newspaper The Cherokee Ledger in Canton, GA. The author, Dawn Mason D.V.M., wants to inform us all of the dangers of feeding our pets certain foods. This is not the entire article but the most informational part. Many of you probably already know this but just in case there are some of you that don't I wanted to get the information out there again.

“Grape and raisin toxicity has been making the news since the middle of this decade, having a big impact on pets and their owners. Such harmless little treats pack a powerful punch and unfortunately, small quantities can be lethal. Poison control has stated that as little as SEVEN raisins can make cats and dogs very sick. Raisins can cause kidney disease, leading to kidney failure and death. Within a few hours of ingestion, pets will begin to vomit. Sometimes, partially undigested material can be seen in the vomit proving grapes and raisins are the culprit. After vomiting, the pet refuses to eat and may develop diarrhea. Abdominal discomfort and lethargy may result and last from days to weeks.”

“Typically, owners wait to see if the symptoms resolve, but at this point the kidneys have already been affected. There is still extensive research being done to understand the origin behind raisin and grape toxicity. Is it the pesticides, heavy metal or fungal contaminants that contribute to this unfortunate condition? At this time, you should regard ingestion as an immediate threat and seek veterinary care. Treatments and diagnostics include aggressive fluid therapy, medications to protect the kidneys, anti-nausea medication and bloodworm.” (bloodwork?)

### **Book Review**

About a year ago I finally read a very well-known book called “**How to Win Friends and Influence People**” by Dale Carnegie. You may have heard of it since it's been around for over 70 years (it was written in 1936)! I always thought it had such a terrible title, to me it sounds like a book about how to manipulate people! But I wanted to read it because I noticed how many times in my life I had heard it mentioned by successful business people as a “must read”. Now that I've read it I would have to agree. In fact, I think it should be read by everyone who works with or around other people. It's even applicable to dealing with family members and friends.

Dale Carnegie taught educational courses for business professionals on how to be successful and in doing that he realized there were no comprehensive books at the time on the best ways of dealing with people. He wanted to write a book to teach people “how to make people like you; and how to win others to your way of thinking” (p. 17). So he began to do research, reading everything from divorce court proceedings to parenting magazines, psychology journals and biographies of successful people throughout history. After years of research he came up with a short lecture about his findings, then years later he wrote the book.

I want to share a few of his ideas in order to motivate you to read the entire book as soon as possible.

“Become genuinely interested in other people.” (p. 86)

“You can make more friends in 2 months by becoming interested in other people than you can in 2 years by trying to get other people interested in you.” (p. 76)

“So, if you want people to like you, Rule #2 is: Smile.” (p. 95)

“Be a good listener. Encourage others to talk about themselves.” (p. 114)

“Make the other person feel important - and do it sincerely.” (p. 132)

These are just a few suggestions and they all seem like common sense but if you read the book with all of the details, explanations and examples you will learn much more than you can imagine. If you are the kind of person that feels like you still have something to learn in life in order to improve yourself and be a better business person then you will benefit from reading this book.

### **Please send me information!**

I can write this newsletter entirely on my own but I would love to hear from some of you about topics you're interested in or questions you have that you would like answered so please send me your thoughts! You can call me at 319-643-2703 and leave a message along with your phone number in case I have questions for you or need to clarify anything. Or you can email me at reynoldsvicki69@yahoo.com if that's easier for you.

**One Day Seminar**

Our One Day Seminar this summer is scheduled for Sunday June 28<sup>th</sup> in Bettendorf, IA at Linda Teagarden’s shop “Teagarden Animal Grooming”. The theme for the day is “Back to Basics”, which means all about pet grooming (not show grooming) and how we run our shops. Some of the ideas included in this will be a bathing demo, grooming difficult dogs, how to deal with difficult customers, de-matting, equipment use and head shots (same breed, different looks). The seminar costs \$15.00 for non association members and is free to all members and lunch is always provided for free to all attendees. Registration is from 8:30 – 9:30 am, seminars start at 9:30 and the day will be ending around 4:00 – 4:30. If you have been to one of our seminars before you already know how much information we pack into a day and if you haven’t been to one yet please check it out, it’s worth the drive.

Directions - We expect that most of you will be coming from west of Bettendorf so take I-80 east to exit 301 and turn right which puts you on Middle Rd.. Take that road for 3-4 miles which brings you into Bettendorf then take a right turn onto 18<sup>th</sup> then another right at the stop light. They are at the far left next to Goodwill. Shop number is 563-359-7387, cell phone for Linda is 563-271-9870, and her home phone is 563-289-3281.

**Another One Day Seminar!**

There is another seminar in the works to be hosted by Jeanneworks in Omaha, NE for sometime late summer or early fall. When a date has been selected and more information available I will let you know!

**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.

**IaSPDGA Officers and 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 515-462-3059 and Carrie Henderson.

**Get well soon, Kathy!**

We are so sorry to hear that Kathy Poole broke a leg this spring and has been laid up at home for about 6 weeks! Send her a card or give her a call to cheer her up!

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

Date of Application \_\_\_\_\_  
Name \_\_\_\_\_  
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.