

# laSPDGA Qtrly Newsletter – Dec. '09

## Health

Plantar Fasciitis is a word many of you may become familiar with in your lifetimes, if you haven't already. As pet groomers we stand most of the day and for those of you with high arches or no arches you need to learn to be particularly attentive to your poor feet. The plantar fascia is a long band that connects your toes to your heel bone. You may notice when you wake up in the mornings that as soon as you get out of bed and stand up you feel a tingling or pain in your heel and along the bottoms of your feet but it goes away after moving around a while. After standing for long periods of time you may notice that same pain. The plantar fascia is like a shock absorber and supports the arch in your foot. If there is too much tension on the arch the plantar fascia can become stretched too far and torn which then causes inflammation which leads to pain.

Some of the risk factors for plantar fasciitis are age (of course!), obesity, careers in which people stand for long periods of time, activities that cause stress on the feet (running or dance), wearing improper shoes and being a woman (how lucky!). If you have foot or heel pain you should see a doctor soon because if the pain is ignored you may develop a chronic problem. The doctor will take an X-ray to be sure you don't have bone spurs or some other problem which may be causing the pain. The simplest treatment for plantar fasciitis is anti-inflammatory medication, icing and physical therapy (which you may be able to handle on your own). If that treatment doesn't do the job then your doctor will educate you further on what can be done.

Of course, the smartest thing to do is to try to prevent this from happening in the first place! The way to do that is to buy good, supportive shoes and change them every 6 months to a year. You might want to ask a professional about what type of shoe is best, or what brand. Keep your weight in check to avoid added pressure on your feet. Don't go barefoot, ever! You need to take the shock off of your feet as much as possible, that's what shoes are for.

I didn't feel any pain in my feet (that I noticed) until one night I walked, barefoot, from one room to another in my house and suddenly I felt a sharp pain in my heel then I couldn't walk normally again the rest of the night. It scared me to think I might have done something that might keep me from working. Before I could get an appointment with a foot doctor a couple of ex-nurse customers told me what the problem probably was and they were right. But I saw the doctor anyway to make sure. I now realize that even when my feet feel fine I can't take them for granted, they're just too important to what I do every day! So pay attention to your body and treat yourself well, you work hard and deserve to feel good at the end of a day!

[www.mayoclinic.com/](http://www.mayoclinic.com/)

**"Far away there in the sunshine are my highest aspirations. I may not reach them, but I can look up and see their beauty, believe in them, and try to follow where they lead."**

**Louisa May Alcott**

## Groomer Survey Question

**“Have you held any one-time or on-going events at your shop for you customer’s that was either meant to show your appreciation for them or benefitted you both in some way? What was it and how did it work?”**

**Michelle Briggs**, who owns a kennel and groom shop, has always offered 20% off of either the next groom or the next kennel stay for existing customers that refer new customers to her shop. She also gives them the option of not using the 20% discount and instead referring several more customers and saving up for a free groom. It’s a great way of gaining new customers and keeping the old ones happy, too!

**Linda Teagarden**, who hosted our annual One-Day Seminar this summer in eastern Iowa, says they recently held a Halloween event that was open to the public in which they trimmed nails, cleaned ears, handed out bandannas and sprayed a little cologne on each pet all for free in order to get people in the shop. She has also held block parties with the other business owners in the area in which they pooled their money together to buy T.V.’s and other great prizes to raffle off. In addition, they held a scavenger hunt and had the local police dog perform demonstrations for everyone. They didn’t stop there! They also had classes in CPR and “How to brush your dog correctly”! This all happened because a group of business owners got together, brainstormed and put their money into a pot to help each other out! Linda feels that these activities not only help out her customers but they show her commitment to being active and helping out her community.

**Vicki Reynolds**, that’s me! I have invited Michael Cravens of My Furry Friends Photography to my shop for 3 years so that my customers could have professional pictures of their pets taken by someone that knows how to work with animals. He and his wife Julie work together to keep things running efficiently so the customers are in and out within an hour. They have many, many props, outfits, backdrops, etc. for the customers to choose from in order to get whatever style of pictures they want. My customers have all been very happy with the photos of their pets and I feel like I have given them something special by providing them with a lasting memento. I also get a percentage of the total dollar amount sold that day and I take that in the form of photos of my own family.

## Shop Talk

Since I finished my schooling for grooming 10 years ago I have pretty much always done what I was taught when it came to the grooming basics, but recently I decided to change one aspect of that. I have decided to only use the 7F blade for trimming the anal area of the dogs rather than the 10 blade which is standard. I don’t know if my hands are less steady these days or if I’m taking things for granted a little more than I used to but I’ve had 2 or 3 customers this year let me know that their dogs had irritation under their tails after grooming that required some medication to soothe. I don’t want my customers to have vet bills to pay after their dogs

are groomed and I don't want to drive them away because they think that I'm not being careful when I groom their dogs. I feel that I am being careful and taking my time but I get so many requests from my customers to "get the hair cut as short as possible under their tails" so nothing unsightly sticks to it later on that I feel I need to comply even though it's tricky. All it takes is one vet bill for the customer to change their mind and tell me it doesn't have to be so short. So I've decided I'll just start with the 7F and if they complain about it not being short enough then I can explain to them why I don't go any shorter and that if any irritation occurs it might cost them some money to fix the problem. It's always better to be on the offensive side than the defensive side of things!

## Finance

This information is from Dave Ramsey's book "The Total Money Makeover: A Proven Plan for Financial Fitness", revised and updated in 2007 by Thomas Nelson, Inc. in Nashville, TN.

Myth: Everything will be fine when I retire. I know I'm not saving yet, but it will be okay.  
Truth: Ed McMahon isn't coming.

How can I put this delicately? There is no shining knight headed your way on a white horse to save the day. Wake up! This is the real world where sad old people eat Alpo! Please don't be under the illusion that this government, one that is so inept and dim-witted with money, is going to take great care of you in your golden years. That is your job! This is an emergency! The house is on fire! You have to save. You have to invest in your future. You won't be FINE! Do you get the picture?

We live in the land of plenty, and that has lulled a large percentage of Americans to sleep, thinking everything will be "okay". Things won't be okay unless you make them that way. Your destiny and your dignity are up to you. You are in charge of your retirement. We'll talk about how to take charge of it later in the book, but for now, you'd better be 100 percent convinced that this area deserves your full attention *right now* – not tomorrow or pretty soon. Personally I don't want to work at McDonald's when I retire – unless it's the one I own on St. Thomas in the U.S. Virgin Islands.

My point in giving you this bit of information is to get you to go out and buy this book or check it out at the library and give it a good thoughtful read! You may not like his direct style of writing but he tells it to you straight so it's very easy to understand. I've read many books by other authors on financial planning and this is the easiest one by far that I've found to read. I worry about people in business for themselves as well as those that are counting on an employer to take care of all of their retirement needs because it may turn out not to be enough by the time you hope to retire. According to the Securities Industry and Financial Markets Association, of the 77 million baby boomers out there, half will not be able to support their current standard of living when they retire because of a lack of savings. Obviously we would rather spend our money than to save it and that means we will end up working later and later in life in order to be able to afford retirement. I have a customer that was in recently that told

me her husband is still working at the age of 79 and has no plans of retirement because they really just can't afford it. I thought that was really sad until my husband reminded me that she drove to her appointment in a new Lexus SUV and that her husband drives a brand new Ford truck! It's all in your priorities!

### Recipe

This is called **Buttermilk Pie** but I call it Sugar Pie because it's so sweet! Great for the holidays!

3 ¾ cups sugar	1 cup butter, melted
4 Tbsp. all-purpose flour	2 tsp. vanilla
6 eggs	2 unbaked pie shells
1 cup buttermilk	

Preheat oven to 450 degrees. Combine sugar, flour, eggs, buttermilk, butter and vanilla. Mix until well blended. Pour into pie shells. Bake for 10 minutes. Reduce heat to 350 degrees and bake an additional 40-50 minutes, until center is firm.

### 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.

IaSPDGA President: Tedra Edwards – 319-372-5360

### *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.