

## **Certificate Courses & Credits: 4+ hours**

### **Thursday & Saturday Room 2**

PetTech CPR & First Aid For Your Pets:

5+ hour class including CPR techniques, first aid skills, health care and wellness information for dogs and cats. Does not include dental care or senior care.

Additionally, the class includes our PetSaver® 40-page handbook and upon successful completion, each participant will receive a certification card.

Sometimes the unexpected happens... Will you be prepared to take action when it does?

[Credit towards Master of Holistic Arts diploma.](#)

### **Thursday Room 3**

#### **Anjie Coates Salon Sanitation & Safety**

The only state approved certificate course for business owners of grooming shops, daycares, kennels, pet sitters and retail shops or boutiques for understanding cleaning, disinfecting and sanitation practices. This course will teach you the best practices for proper sanitation methods for everything within a groomer's purview. This includes all work areas, all tools, as well as crateing. This course covers zoonoses, and which cleaners will or won't kill them, as well as the difference between cleaning, disinfection and sanitation. Safety practices are covered as well.

[Credit towards Master of Holistic Arts diploma.](#)

### **Thursday Room 4**

#### **Mindy Dinwiddie Bather Technician**

This Day long certificate course from The Whole Pet Academy will go over everything your bather or assistant should know about brushing, bathing, anatomy, blow drying skills, deshedding, behavior signs, first aid, preparing for the bath, sanitary areas, sanitation of shop, pests they will encounter, shampoo and products, equipment and its maintenance and zoonotic diseases.

### **Friday Room 3**

**Jennifer Bishop-Jenkins**

#### **A Groomers Guide To The Fifteen Coat Types**

Everything you need to know about the AKC groups, breeds and coat types. Non-US students should know the breeds in this class will be those in the AKC list. This full course is a survey and introduction to the dog, why there are breed groups, what the AKC groups are, as well as all 200 AKC recognized breeds and 15 Canine Grooming Coat Types.

[Credit towards Master of Canine Science and Master of Holistic Arts diplomas.](#)

### **Saturday Room 3**

**Michelle Knowles**

#### **Cosmetology: Level 1 Pet Esthetician For Salon Work**

This 4 part course will teach you the foundation of the science of pet skin, animal handling, sanitation, how to recognize ingredients in product formulations and how to effectively choose the products to use as you tailor regimens for the health of your animal clients. This is an in-depth, medically based curriculum that will give you the opportunity to learn the various issues that affect the skins of pets and has a strong focus on developing your portfolio with which you can show your work, teach your clients, and help to form partnerships with veterinarians.

[Credit towards Salon Pet Esthetician and Master of Holistic Arts diplomas.](#)

### **Sunday Room 3**

**Chrissy Neumyer Smith MGBS, CPG, CBCC, CPDT, FFCP**

#### **Groom S.M.A.R.T.- Adding Modern Behavior Principles To Your Daily Grooming**

In this 4 hour course we'll discuss goal setting, the 3C's(Calm, Comfortable, and Cooperative), basic training principles, classical conditioning, operant conditioning, safe and comfortable handling and management, and setting the mood.

[Credit towards Master Groomer Behavior Specialist and Master of Holistic Arts diplomas.](#)

**2 hour Seminars  
Thursday**

**Room 1**

**Scott Wasserman 9:30-10:30 & 11:00-12:00**

**The Fundamentals of Handstripping**

Learn the ART of Handstripping from Mr. Terrier himself. Everything you need to know and more about the proper care, maintenance, equipment and products to keep your terrier clientele returning.

**Chrissy Neumyer Smith MGBS, CPG, CBCC, CPDT, FFCP 4:00-6:00**

**Demystifying Snap-On Combs Certificate Seminar from WPGA**

Why do snap on combs cut closer in some areas than other areas? Why does it look different on different dogs? Have you wondered why the measurement on the comb doesn't seem to be the same as the finished length? Have you accidentally taken an area much shorter that you meant to? We'll talk about how the coat affects the finished length.

**Room 3**

**Nick Skyler 4:00-6:00**

**The Winning Edge: The Complete Guide to Scissors**

Do you know the difference between convex and beveled shears? What about the variety of thinners available to you? The difference between blenders and thinners? Take your scissoring work to the next level and learn more about your equipment—from the basics through advanced tips. In this seminar, you will learn about the variety of equipment available, how to take care of it, and how to make it work for you. In addition, we'll explore the proper ways to select, use, and maintain your equipment so that it endures the test of time.

**Room 4**

**WPGA Educators 4:00-6:00**

**Customer Service Principles**

Round Table Talk on how all the educators approach customer service based on their locations and experiences. Situations arise, Now what. Join us while we go over common scenarios that happen in a salon. Disgruntled pet parent, Tardiness, No shows, Wrong haircut etc. We will help troubleshoot and create the best solution. Allowing to have exceptional customer service along with creating

a friendly environment. Keeping your emotions out to ensure a professional solution

**Friday/Sunday Room 2 11:00-12:00  
Part 1 & 2**

**Tami Vornbrock**

**It's All About The Prep**

Level up your finished grooms with the right tools, techniques and products for the job. This 2 part seminar will cover how to prepare common coat types for setting the finished product.

**Saturday  
Room 1**

**Quinci Cole: The Social Groomer 4:00-6:00**

**Make Social Media Work For You**

Ready to make your social media stand out? Social media can be very overwhelming, join in for a journey through the social media platforms that will help you showcase your grooming skills or your business. Everything you need to know to up your social game.

**Room 3**

**Chris Anthony 4:00-6:00**

**Care, Sharpening & Maintenance Of Your Most Irreplaceable Tool: YOU!**

In this class you'll learn that holistic is more than just a buzzword, as we cover how to care for the mind, body and spirit; as well as why and how all three work together to create awesome groomers & all around people! Topics will include: how stress & burnout can affect us physically, combating fatigue, plus tools & tips to help fix the horrible things we do to our body while grooming. Treating our health as a whole person can improve not just our wellbeing, but the wellbeing of our business, join me to learn how!

**Room 4**

**Malissa Conti-Diener 4:00-6:00 Certificate Seminar from WPGA**

## **Touch Point Therapy: Reflexology & Acupressure**

Wiggly, anxious, stressed dogs? Learn how to use compassionate touch to calm and center the dogs you're working with. In this class will introduce the holistic pet groomer to reflexology and acupressure. You will learn how to apply these calming techniques in the tub and on the grooming table.

### **Hour Long Seminars**

**Thursday**

**Room 1**

**Chrissy Neumyer Smith MGBS, CPG, CBCC, CPDT, FFCP 1:00-2:00**

**Handling and Range of Motion Demo Seminar**

**Michelle Knowles 3:00-4:00 Certificate Seminar from WPGA**

**Mixology: making sprays, potions and lotions for your pet friends!**

Identify the properties of common oils, a variety of clay, and the different ways to use minerals. Learn how to mix individual creams and sprays for your therapy clients or your retail shelf.

**Room 2**

**Dara Forleo 9:30-10:30 Certificate Seminar from WPGA**

**Financial Freedom: Kick Debt To The Curb & Start a New Plan for Your Financial Success**

Whether personal or business, getting bogged down in debt is a huge cause of stress. Learn some secrets on how to properly consolidate and pay down those bills faster. The second half of this seminar will also help to prepare any expert groomer that wishes to learn how to be a grooming educator; how to teach, how to speak to a class, how to put together materials and presentations, how to train new groomers at conferences and trade shows as well as in grooming schools.

**Friday  
Room 1**

**Samantha Neitzke-Palya 9:00-10:00**

**From Pet Groomer to Enrichment Stylist**

Take your grooming environment to a new mental, emotional and physical experience. Are you tired of struggling with dogs? Getting hurt? Turning clients away? Is your passion too low and your burn out too high? Learn to enhance your day and the pets you groom with enrichment grooming. Learning how to groom with enrichment will create a positive environment for you, your clients and their pets. Learn the tools that will help you with puppies, elderly or aggressive dogs.

**Lory Belanger 11:00-12:00**

**Ideal Work & Life Balance Certificate Seminar from WPGA**

All in a Day's Work: Business & Your Personal Life

Finding the perfect balance between work and life is difficult for many business owners. How do I manage to maintain this every day? Understanding your limitations, strengths and using them to work for you and your lifestyle. The key of organization is to be successful in your work and life balance.

**Chris Anthony 1:00-2:00**

**Delighting the Doodle Owner**

Doodles; love them or loathe them, they are only growing in popularity. But decoding exactly what their owners want, much less actually delighting them, can be challenging. In this class, Chris will discuss breaking the news of the dreaded "shave down" gently, realistic coat maintenance, and with the help of a living unicorn (a tangle-free Doodle in long coat), learn some quick & easy chunker tricks as well as snap on combs to add some style to the traditional doodle trim.

**Robert Wylie 3:00-4:00**

**How To Identify Threats From All Predators**

As a female dominated industry, this introduction to situational awareness will help keep you safe. Learn how to identify and defend against different types of predators. Keep yourself, your team, the pets in your care. Recognize the threat before you are the victim.

**Friday Room 2**

**Kate Klasen 9:00-10:00**

**Emergency Preparedness**

In an emergency situation, every second counts! Each second can make the difference in saving a life. How much are you prepared to handle an emergency? Expand your knowledge and be prepared when those seconds count.

**Latifa Meena 1:00-2:00**

**Fundamentals of Animal Communication Certificate Seminar from WPGA**

This seminar will introduce students to the world of Animal Communication. What is Animal Communication, the benefits of being able to communicate with the dog on your table, the skill sets required to accomplish Animal Communication and a demonstration of how the actual skill works.

**Chris Anthony & Chrissy Neumyer Smith MGBS, CPG, CBCC, CPDT, FFCP  
3:00-4:00**

**Running a House Call Business Certificate Seminar from WPGA**

Whether you've decided housecall is for you, are exploring business models, or just want to know how to handle van breakdowns or shop closures, this class is for you. In this class everything from basic how-to's of set up & break down, business decisions and why you'd want to groom this way in the first place is covered. This is an in depth course about house call grooming, pros and cons designed for professionals, the first of its kind.

## Friday Room 4

**Stephanie Calhoun 9:00-10:00**

### **Discovering Focus: Systems and Techniques for the Neurodivergent Groomer**

Neurodivergent groomers have a lot of super powers but sometimes the universe needs to throw some kryptonite at us. Let's have a discussion about our kryptonite in the shop or mobile salon and let's see if we can find our own kryptonite systems.

**Dave Campanella 11:00-12:00**

### **Proper Use of the HV Dryer** Certificate Seminar from WPGA

Get the most out of the high velocity dryers you use, learn the different nozzles and how to properly use them. Save time and your body by getting your dryers to work for you, not against you.

**Ashley Hanvey 1:00-2:00**

### **"Don't Grab the Beard!"** Certificate Seminar from WPGA

The default way we are taught to hold faces is by the hair on the dog's chin. Some don't mind, but some tug, pull, jerk, bite, and scream. Surely there must be a better way? Join me while I show you alternative ways to hold faces. Your dogs will be happier, and so will you.

**Linda Easton 3:00-4:00**

### **De-Matting Demystified**

Matted dogs... shave it, trim it or brush it out? There are special techniques that give you choices in this lucrative niche! How to "wash away the tangles" and pain-free brushing. Learn tips to leave some hair on the most matted dogs. Science tells us how important it is to leave some hair on every dog. You never need to "strip" a dog again! Use your high velocity dryer and a brush to remove



mats. What tools help you and which ones make your job more difficult? Customer education is a big part of preventing mats in the future. Linda will share ideas to educate customers and scripts you can use to encourage regular grooming.

### **Saturday Room 1**

**Samantha Neitzke-Payla 9:00-10:00**

**Starting An Enrichment Based Training Program**

*Description Coming Soon*

**Lory Belanger**

**Shop Talk: Enforcing Policies 11:00-12:00** Certificate Seminar from WPGA

Policies are one of the fundamental steps to having a successful business. Now that you have them, how do we enforce them? How do you incorporate what your salon expectations are for both employees and customers? In this hour we will go over how to enforce your expectations that are within the policy so that your salon runs smoothly with everyone understanding what will be expected from the business and what is expected of the clients. Allowing a smooth transition when enforcing the policies for your salon.

**Jennifer Bishop-Jenkins 1:00-2:00**

**Demo of the Poodle German Trim**

**Lory Belanger 3:00-4:00**

**Neurodivergent Salon** Certificate Seminar from WPGA

**Operating With Invisible Disabilities**

During interviews, we see the best people have to offer. That changes once hired and a comfort level sets in. Learn about the mental, physical and neurological conditions that potentially limit an employee in the workplace that leads to misunderstandings, false perceptions and judgments. The doors of communication need to be open.

## **Saturday Room 4**

**Latifa Meena 9:00-10:00** Certificate Seminar from WPGA

### **Table Talk: Communicating with the pet on your table**

This seminar is designed to help Groomers communicate with the animal they are working on and the benefits of doing so. When the animal on your table has a better understanding of what to expect and the reasons for the groom, each Groomer has the opportunity to provide a less stressful experience.

**Anjie Coates 11:00-12:00**

### **Branching Out - Beyond Dog Grooming**

No groomer's body lasts forever. We may love grooming, but that doesn't always mean that your career is over once grooming dogs is no longer comfortable. This class will give you the roadmap to lead you to branching out in other directions of grooming. This class will show you how to prepare for the transition and end up with clients that will travel 3-4 hours to come to your salon.

**Malissa Conti-Diener 1:00-2:00** Certificate Seminar from WPGA

### **No negativity zone 3 negative energies to avoid (Feng Shui in your grooming practice)**

Learn how to create a space that continues to thwart draining negative energies, all through the art of Feng Shui. In this class you will gain the skill to understand the 3 main negative energies that affect us in our grooming practice and how to keep them away. Feng Shui is the ancient art of space arrangement, that uses universal principles and laws of nature, to determine how to organize your environment in order to be happy, healthy, prosperous and free from negativity.

**Latifa Meena 3:00-4:00**

**Self-Awareness & Being Present** Certificate Seminar from WPGA

It is important as a Groomer you are actively self-aware of the energy you bring to each grooming session and each animal you work with. This course helps the Groomer to be aware of the energy they are projecting and why and how the animals are aware of that energy. Groomers will learn how to project a safe energy during each grooming session. Achieving the ability of providing a pleasant and relaxed grooming experience can promote less anxiety and less stress for both the Groomer and their animal.

### **Sunday Room 1**

**Samantha Neitzke-Payla 9:00-10:00**

#### **Improving Behaviors Through Enrichment**

A shift in a pet's emotional and mental state can change a pet's mood and behavior. In this session we are going to discuss the power of positive experience and how that will improve the reaction of a scared, aggressive, overstimulated, or unsure pet. Creating that positive environment and experience can build relationships between the pet professional and the canine client. We will discuss basic body language and enrichment techniques that reinforce the behaviors we want to see in our grooming salons and our tables.

**Lory Belanger 11:00-12:00**

#### **Creative Customer Service** [Certificate Seminar from WPGA](#)

We will have An in-depth discussion to Enhance your relationship with the clients as a groomer or business owner. Successful terminology will help comfort a nervous pet parent, gain their confidence in you and establish yourself as a professional. Begin building trust with clients by going above and beyond. Our relationship with the pet starts with the best customer service we can provide, in return, a well-performed service increases revenues.

**Chris Anthony 1:00-2:00**

#### **Choose Your Own Adventure Demo**

Do you have a vacuum system for your clipper sitting around your shop that you hardly use? Perhaps it's the learning curve? Maybe you've heard it's only good for certain coats? Not for pattern trims or shave downs, and certainly not for everyday use. Well, have we got the demo session for you! There's one catch: we can't tell you what trims we'll be showing you, because you haven't told us yet! Like a crazy Saturday in a busy shop, even Chris won't know what she'll be

asked to groom. The only thing she knows for certain is that despite what some may think, it's totally possible to do with a vac system and that there will be a lot of laughs.

**Dave Campanella 3:00-4:00** Certificate Seminar from WPGA

**An In-Depth Guide to Safely Storing and Dispensing Grooming Liquids**

What every groomer, stylist and business owner should know about the storage and dispensing of the grooming products used daily in a salon.

**Sunday Room 2**

**Kate Klasen 9:00-10:00**

**Sedatives, What You Need To Know**

Nowadays groomers see a lot more dogs & cats that are coming in to be groomed on sedatives. Do you know what these sedatives are? What do they do or when to recognize if it turns into a medical emergency? This seminar will help better understand sedatives, do you really want that pet sedated?

**Meagan Suokko 1:00-2:00**

**Empowering Employees & Teams** Certificate Seminar from WPGA

As hard as it is to find competent help, this seminar will give you some creative ideas and ways to build morale, maintain your employees and keep your teams solid. This is an excellent seminar for future managers, business owners and anyone who wants to be a lead key employee.

**Ashley Hanvey 3:00-4:00** Certificate Seminar from WPGA

**Essential Cleaning of Recirculating Bathing Systems**

The why and how of keeping your recirculating bathing system clean and sanitary for all of your furry clients! From the DIY Sump pump circulators, The Bathing Beauty, OPAWZ Recirc, Hydrosurge, and More!

**Sunday Room 4**

**Malissa Conti-Diener 9:00-10:00** Certificate Seminar from WPGA

**Intro to Canine Aromatherapy**

Essential oils are a great way to help the dogs your groom stay healthy and happy, Learn what you need to know about E.O.'s, how to use them safely and effectively while grooming..

We cover:

Why aromatics work

How to use them safely in the grooming environment

How to use E.O. Aromatically to reduce stress and anxiety

How to use essential oils to reduce stress in the grooming environment

**Chris Anthony 10:00-11:00**

### **Ouch! Don't Do That, it hurts! Ergonomics, Grooming & You**

Not just another buzzword, ergonomics is an applied science focused on our tools & workspaces working with us instead of against us. This seminar will explain & demystify ergonomics as it relates to grooming; including tools, posture and stretches designed to keep you healthy and pain free. We will also cover where safety and ergonomics meet in the grooming salon. Updated to include the ergonomics of PPE.

**Malissa Conti-Diener 1:00-2:00** [Certificate Seminar from WPGA](#)

### **Essentials Of Holistic Grooming**

Trending now in the grooming industry; getting back to a more connected way of grooming. Consider the whole animal, body, mind, and spirit. Learn the ways of compassionate handling, understanding natural product selections, building a holistic atmosphere, staying grounded and balanced while dealing with difficult pets, and how to educate your clients on why you are following this philosophy. Take a new look at the compassionate holistic groomer.

**Linda Easton 3:00-4:00**

### **Scissoring, Shape & Angulation**

Getting the most out of your groom depends on your scissors and how you use them. Learn a bit about scissors that are good for YOU and make your job easier. Linda will give you tips and exercises for holding scissors and creating a smooth finish on the dog. Now take this information and learn to add shape and style to your groom. Angles make the groom. Learn how to add shape to make dogs look taller and up on their toes. Dogs will look "happier." Adding shape to every groom will set you apart from other groomers! Learn to give shape even in shorter grooms! Do you want your "shape" to make your groom POP? Use snap

on clipper attachments to help create great shape regardless of your scissoring skills! Learn Linda's "5 Steps to a Great Shape!"