

U.S.



**PET PRO**  
*Classic*

**36<sup>th</sup>**  
**ANNUAL**

**PET STYLING  
CONFERENCE**

**LAS COLINAS • TEXAS  
IRVING • CONVENTION CENTER**

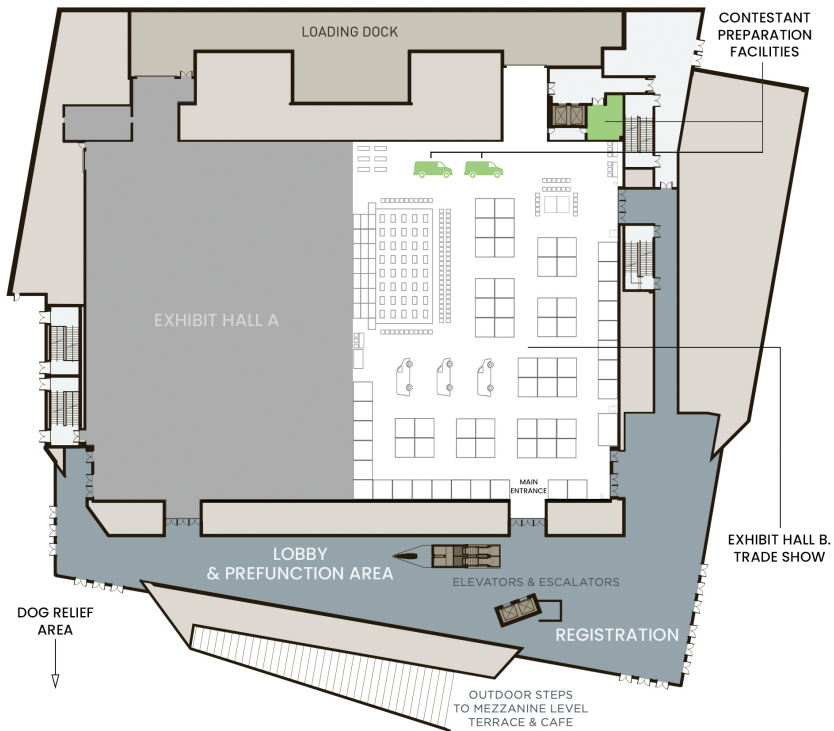
*Program 2024*

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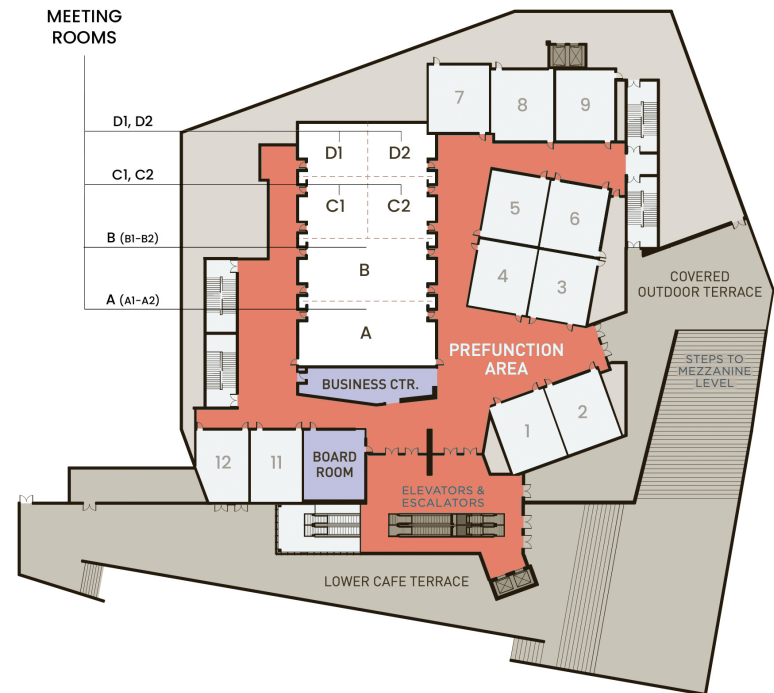


# IRVING CONVENTION CENTER • MAPS

1ST FLOOR • TRADE SHOW



3RD FLOOR • MEETING ROOMS





# U.S. PET PRO CLASSIC

## Pet Styling Conference 2024

Registration is open  
**11 AM**  
on Friday

### FRIDAY, NOVEMBER 1ST

FRIDAY 11 AM: ON-SITE REGISTRATION OPENS

TRADE SHOW FLOOR IS CLOSED ON FRIDAY

COMPETITION & JUDGING	SEMINAR TIME	PET STYLING Room A (A1-A2)	SKIN & COAT Room B (B1-B2)	REAL SALON CREATIVE STYLING Room C1	FUNDAMENTALS FOR NEW GROOMERS Room C2	THE LIFE OF A MOBILE GROOMER Room D1	PAID ADD-ON WORKSHOPS Room D2
Contest Ring & Trade Show are Closed on Friday	2 PM - 3 PM	Handstripping Techniques, Part 1: History, Theory, Pricing, Bathing, Puppies, Geriatric Dogs <b>Scott Wasserman</b>	What's Bugging You? Part 1: Common Zoonotic Diseases <b>Pam Lauritzen</b>	Adding Upsellable Creative Styles to Your Salon <b>Lori Craig</b>	Orientation Preparation of Coat: Comparative Analysis of Coat Types, Part 1 <b>Julie Berkeley</b>	So You Think You Want to Be a Mobile Groomer? What's Your Plan? <b>J. Scott Wilburn-Woods</b> <b>Kirk Kimball</b>	Hands-on with Model Dog Heads: Korean Fusion 2 PM - 4 PM <b>Olga Zabelinskaya</b>
	3:15 PM - 4:15 PM	Handstripping Techniques, Part 2: History, Theory, Pricing, Bathing, Puppies, Geriatric Dogs <b>Scott Wasserman</b>	What's Bugging You? Part 2: Ectoparasites & Insecticides <b>Pam Lauritzen</b>	Creative Styling Products and Techniques <b>Lori Craig</b>	Preparation of Coat: Comparative Analysis of Coat Types, Part 2 Brushouts, Bathing & Drying, Part 1 <b>Julie Berkeley</b>	Choosing Your Mobile Unit <b>J. Scott Wilburn-Woods</b> <b>Ashley Hanvey</b> <b>Starla Price</b>	
	5 PM - 6 PM	Handstripping Techniques, Part 3: Wire Coat Demo <b>Scott Wasserman</b>	What's Bugging You? Part 3: Disease Prevention & Control <b>Pam Lauritzen</b>	A Salon Design from Start to Finish, Part 1 <b>Lori Craig</b>	Preparation of Coat: Brushouts, Bathing & Drying, Part 2 <b>Julie Berkeley</b>	Determining Your Pricing Structure <b>J. Scott Wilburn-Woods</b> <b>Patsy Brooks-Tallant</b>	Hands-on with Model Dogs: Scissoring Techniques 4:15 PM - 6:15 PM <b>Irina Pinkusevich</b>
	6:15 PM - 7:15 PM	Handstripping Techniques, Part 4: Sporting Breed Demo <b>Scott Wasserman</b>	Why Microbubbles? Part 1: Understanding the Effects of Microbubbles <b>Kyle Darling</b>	A Salon Design from Start to Finish, Part 2 <b>Lori Craig</b>	Preparation of Coat: Dealing with Tangles & Mats <b>Pam Lauritzen</b>	Territory, Routing, & Scheduling, Part 1 <b>J. Scott Wilburn-Woods</b> <b>Patsy Brooks-Tallant</b>	
	7:30 PM - 8:30 PM	Sporting Breeds: Demo American Cocker Spaniel <b>Victor Rosado</b>	Why Microbubbles? Part 2: Microbubbles & Their Effects on Skin <b>Kyle Darling</b>	A Simple Yet Elegant Carved Design <b>Lori Craig</b>	Clipping, Scissoring, & Carding: Techniques & Terminology <b>Pam Lauritzen</b>	Territory, Routing, & Scheduling, Part 2 <b>J. Scott Wilburn-Woods</b> <b>Patsy Brooks-Tallant</b>	Hands-on with Model Dog Heads: Teddy Bears 6:30 PM - 8:30 PM <b>Olga Zabelinskaya</b>
	8:45 PM - 10 PM	Yappy Hour at the Texican Court Hotel					

Must Have Seminar Ticket (First-come, First-seated)

Must Have Add-on Workshop Ticket(s)

Must Have Fundamentals for New Groomers Ticket

Attend 15 Hours of Sessions from Any of These Rooms to Earn the Pet Care Professional Certificate of Completion

Attend All Sessions From Any Series to Earn that Specialized Certificate of Completion

Exam-based Certification Course



# U.S. PET PRO CLASSIC Pet Styling Conference 2024

Registration  
is open  
**7 AM**  
on Saturday

## SATURDAY, NOVEMBER 2ND

SATURDAY 7 AM: ON-SITE REGISTRATION OPENS

10:15 AM - 6 PM: TRADE SHOW

COMPETITION & JUDGING	SEMINAR TIME	PET STYLING Room A (A1-A2)	SKIN & COAT Room B (B1-B2)	TOOLS Room C1	FUNDAMENTALS FOR NEW GROOMERS Room C2	THE LIFE OF A MOBILE GROOMER Room D1	PAID ADD-ON WORKSHOPS Room D2	EXHIBITOR DEMOS Platform Stage
<b>Wire Coats (Handstripping)</b> 8 AM Pre-judging Judges: Open: <b>Victor Rosado</b> <b>Yellow Rose of Texas:</b> <b>Joey Villani</b>	8 AM - 9 AM	Sporting Breeds: Theory Spaniel & Setter Breed Profiles & Comparative Analyses <b>Vickie Hart-Zwart</b>	Skin & Hair 101, Part 1: Understanding Hair & Skin <b>Dr. Cliff Faver</b>	Shear Fitting & Ergonomics, Part 1: Finding the Right Shear for You <b>Pam Lauritzen</b>	Trimming Standout Coats: Theory <b>Julie Berkeley</b>	How to Adapt to a Mobile Unit vs. a Brick & Mortar Salon <b>J. Scott Wilburn-Woods</b> <b>Patsy Brooks-Tallant</b> <b>Rachel Trumbley</b>	Hands-on with Model Dog Heads: Korean Fusion 8 AM - 10 AM <b>Olga Zabelinskaya</b>	See Detailed Schedule for Session Titles
	9:15 AM - 10:15 AM	Sporting Breeds: Demo English Cocker Spaniel Show Trim <b>Vickie Hart-Zwart</b>	Skin & Hair 101, Part 2: Understanding the Different Hair Types <b>Dr. Cliff Faver</b>	Shear Fitting & Ergonomics, Part 2: Pivot-point & Guide-blade Scissoring <b>Pam Lauritzen</b>	Trimming Standout Coats: Demonstration <b>Julie Berkeley</b>	Preparing for Equipment Failures, Maintenance, & Repairs <b>Laura Jayne Sabbah</b> <b>Rachel Trumbley</b> <b>Deb Cleveland</b>		
	11:45 AM - 12:45 PM	Dropcoated Breeds, Part 1: Theory & Demo <b>Olga Zabelinskaya</b>	Skin & Hair 101, Part 3: Understanding the Common Things That Go Wrong <b>Dr. Cliff Faver</b>	Shears & Beyond: Let Your Tools Help You <b>Chris Anthony</b>	Trimming Standout Coats: Hands-on Workshop <b>Julie Berkeley</b> <b>J. Scott Wilburn-Woods</b> <b>Kristina Tallant</b> <b>Deb Cleveland</b>	Creating Quality Grooms in a Mobile Unit <b>Jessica Adorno</b>	Hands-on Workshop with Model Dogs: Grooming for Gold 11:45 AM - 2:45 PM <b>Sasha Riess</b>	
1 PM - 2 PM	Dropcoated Breeds, Part 2: Demo <b>Olga Zabelinskaya</b>	Skin & Hair 101, Part 4: The Science to Follow in Treating Skin Issues <b>Dr. Cliff Faver</b>	The Power of Dryers <b>Anna Hawks</b>	Adding More Employees or Mobile Units <b>Laura Jayne Sabbah</b> <b>Sarah Cranmer</b>	So You Think You Want to Build a Fleet? What's Your Plan? <b>Hoss Belyadi</b>	Hands-on with Model Paws: Creative Nail Painting 3:30 PM - 4:30 PM <b>Lori Craig</b>		
3:30 PM - 4:30 PM	All Other Pure Breeds: Dealing with Scary Scotties <b>Anna Hawks</b>	The Dreaded DeShed <b>Dr. Cliff Faver</b>	All About Clippers: Types, Maintenance, & Repair <b>Cody Thweatt</b>	Stress-free Canine Handling Techniques <b>Pam Lauritzen</b>	Yappy Hour at the Texican Court Hotel			
7:00 PM - 10 PM								

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Must Have Add-on Workshop Ticket(s)

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# U.S. PET PRO CLASSIC Pet Styling Conference 2024

Registration  
is open  
**7 AM**  
on Sunday

## SUNDAY, NOVEMBER 3RD

SUNDAY 7 AM: ON-SITE REGISTRATION OPENS

10:15 AM - 6 PM: TRADE SHOW

COMPETITION & JUDGING	SEMINAR TIME	PET STYLING	SKIN & COAT	PREPARATION OF COAT	FUNDAMENTALS FOR NEW GROOMERS	BUSINESS	PAID ADD-ON WORKSHOPS	EXHIBITOR DEMOS	
		Room A (A1-A2)	Room B (B1-B2)	Room C1	Room C2	Room D1	Room D2	Platform Stage	
<b>Other Pure Breeds (Scissoring)</b> 8 AM Pre-judging Judges: Open: <b>Victor Rosado</b> <b>Yellow Rose of Texas:</b> <b>Irina Pinkusevich</b>	8 AM - 9 AM	Understanding Different Doodle Coat Types <b>Jessica Adorno</b>	Canine & Feline Nutrition 101, Part 1 <b>Dr. Anoosh Rakhshandeh</b>	Bathing, Brushing, & Drying: Shedding Coat Types <b>Anna Hawks</b>	Trimming Sporting Coats: Theory <b>Vickie Hart-Zwart</b>	Then and Now: Blending Techniques from the Past and Today for the Best Grooms and Business, Part 1 <b>Joey &amp; Christine Villani</b>	Pet Injury Prevention, 1st-Aid, & CPR 8 AM- 1:30 PM <b>Cheryl Dugas</b>	See Detailed Schedule for Session Titles	
	9:15 AM - 10:15 AM	Creating a Styling Plan for the Doodle in Front of You <b>Patsy Brooks-Tallant</b> <b>Kristina Tallant</b>	Canine & Feline Nutrition 101, Part 2 <b>Dr. Anoosh Rakhshandeh</b>	Bathing, Brushing, & Drying: Non-shedding & Combination Coat Types <b>Julie Berkeley</b>	Trimming Sporting Coats: Demonstration <b>Vickie Hart-Zwart</b>	Then and Now: Blending Techniques from the Past and Today for the Best Grooms and Business, Part 2 <b>Joey &amp; Christine Villani</b>			
<b>Poodles</b> 1 PM Pre-judging Judges: Open: <b>Victor Rosado</b> <b>Yellow Rose of Texas:</b> <b>Irina Pinkusevich</b>	11:45 AM - 12:45 PM	What the Doodle? Double Doodles <b>Mindy Dinwiddie</b>	Canine & Feline Nutrition 101, Part 3 <b>Dr. Anoosh Rakhshandeh</b>	Recirculate, Rinse, Repeat: Cleaning & Use of Recirculating Bathing Systems <b>Ashley Hanvey</b>	Trimming Sporting Coats: Hands-on Workshop <b>Vickie Hart-Zwart</b> <b>J. Scott Wilburn-Woods</b> <b>Julie Berkeley</b> <b>Kristina Tallant</b>	Customer Service: Check Your Attitude <b>Laura Jayne Sabbah</b> <b>Sarah Cranmer</b>			10:25 - 10:45 AM
	1 PM - 2 PM	Pardon Me, Do You Speak Doodle? Bridging the Communication Gap Between Owners & Groomers <b>Chris Anthony</b>	Canine & Feline Nutrition 101, Part 4 <b>Dr. Anoosh Rakhshandeh</b>	Speed Trimming: What to Do Before & After the Bath <b>Patsy Brooks-Tallant</b>					Optimize Your Business for Profit: Upsales & Increasing Revenue per Square Foot <b>Vickie Hart-Zwart</b>
<b>Best in Show</b> 5 PM Judges: Open: <b>Irina Pinkusevich</b> <b>Yellow Rose of Texas:</b> <b>Victor Rosado</b>	3:30 PM - 4:30 PM	Pricing Structure in the Doodle Era <b>Samantha Palya</b>	Canine & Feline Nutrition 101, Part 5 <b>Dr. Anoosh Rakhshandeh</b>	The Importance of the Underside <b>Patsy Brooks-Tallant</b>	Mixed & Miscellaneous Breeds: <b>Mindy Dinwiddie</b>	Running Your Business to its Maximum Potential <b>Joey Villani</b>			2:15 - 2:35 PM
	7 PM - 10 PM	5 PM - 6 PM: BEST IN SHOW • 7 PM - 10 PM: Yappy Hour at the Texican Court Hotel						Hands-on with Model Dog Heads: Fully Blown Creative Design or Asian Fusion with a Touch of Color 2 PM- 5 PM <b>Lori Craig</b>	2:50 - 3:10 PM 4:45 - 5:05 PM 5:20 - 5:40 PM

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# U.S. PET PRO CLASSIC

## Pet Styling Conference 2024

Registration is open  
**7 AM**  
on Monday

### MONDAY, NOVEMBER 4TH

MONDAY 7 AM: ON-SITE REGISTRATION OPENS

10:15 AM - 6 PM: TRADE SHOW

COMPETITION & JUDGING	SEMINAR TIME	PET STYLING Room A (A1-A2)	SKIN & COAT Room B (B1-B2)	ENRICHMENT GROOMING & SPANISH Room C1	FUNDAMENTALS FOR NEW GROOMERS Room C2	BUSINESS Room D1	PAID ADD-ON WORKSHOPS Room D2	EXHIBITOR DEMOS Platform Stage
<b>U.S. Open &amp; Asian Styles Championship</b> 8 AM Pre-judging Judges: <b>Joey Villani</b> <b>Lori Craig</b>	8 AM - 9 AM	Poodles: Angulation & Corrective Grooming, Theory <b>Mindy Dinwiddie</b>	Esthetician Program, Part 1 <b>Michelle Knowles</b>	Spanish-Speaking Seminars <b>Victor Rosado</b>	Trimming Harsh-coated Breeds: Theory <b>Anna Hawks</b>	Paws & Posts: Social Media Strategies for Pet Stylists <b>Jessica Adorno</b>	Hands-on with Model Dogs: Scissoring Workshop 8 AM - 10 AM <b>Irina Pinkusevich</b>	See Detailed Schedule for Session Titles
	9:15 AM - 10:15 AM	Poodles: Angulation & Corrective Grooming, Demo <b>Mindy Dinwiddie</b>	Esthetician Program, Part 2 <b>Michelle Knowles</b>	Spanish-Speaking Seminars <b>Victor Rosado</b>	Trimming Harsh-coated Breeds: Demonstration <b>Anna Hawks</b>	Insta-Paws: Crafting Your Pet Styling Brand Online <b>Jessica Adorno</b>		
<b>U.S. Creative Styling Championship</b> 1 PM Setup Judges: <b>Lori Craig</b>	11:45 AM - 12:45 PM	Speed-trimming Poodles, Part 1: Preparing for the Trim <b>Irina Pinkusevich</b>	Esthetician Program, Part 3 <b>Michelle Knowles</b>	From Groomer to Enrichment Stylist <b>Samantha Palya</b>	Trimming Harsh-coated Breeds: Hands-on Workshop <b>Anna Hawks</b> <b>J. Scott Wilburn-Woods</b> <b>Julie Berkeley</b> <b>Kristina Tallant</b>	Work On Your Business, Not In Your Business Part 1: Boundary & Goal Setting, Work/Life Balance <b>Dr. Molly Rowland</b> <b>Todd Rowland</b>	Hands-on with Model Dogs: Salon Freestyle 11 AM - 2 PM <b>Victor Rosado</b>	10:25 - 10:45 AM 11 - 11:20 AM 2:15 - 2:35 PM 2:50 - 3:10 PM
	1 PM - 2 PM	Speed-trimming Poodles, Part 2: Completing the Trim <b>Irina Pinkusevich</b>	Esthetician Program, Part 4 <b>Michelle Knowles</b>	Enhance Your Business with Enrichment Grooming <b>Samantha Palya</b>		Work On Your Business, Not In Your Business, Part 2: Effective Automation to Reduce Stress & Increases Profits <b>Dr. Molly Rowland</b> <b>Todd Rowland</b>		
	3:30 PM - 4 PM	Door Prize Drawings. Must Be Present to Win						

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# Competition Sponsors 2024





# Super Show Sponsors 2024

