

Your Name: Melissa Lee

Title: Certified Dog Groomer

Business Name: All Creatures Grooming & Styling

Address: 3434 East Milwaukee St., Janesville

Phone: 741-7064

Business Hours: By appointment Monday through Saturday.



When was the business started? I joined Terence S. McSweeney, DVM, at All Creatures Small Animal Hospital, on April 20, 2009.

Describe your products/services. A basic groom includes ear cleaning, nail trim, sanitary sweep, hair on foot pads removed, a full brush out and/or

use of a de-shedding tool, a hydro-surge bath, and a trim to breed-specific standards or owner standards.

What product, services or philosophy differentiates you from your competitors? We offer flexible appointments, one-on-one personalized care and a sanitary, stress-free, healthy & friendly environment. We also offer a calm environment for senior pets, as well as puppies. Most groomings are finished in two hours or less.

How did you get interested and/or started in this business? As a teenager, I always enjoyed grooming our family pets. In 2006, I decided to go to a grooming school to become certified. I groom pets compassionately and without force.

What have you learned from this business? I have learned that pets are very patient with us as long as we are patient and show them the respect that they deserve. I want my furry friends to feel as comfortable as possible and pamper them.

What are your future plans for your business? I plan to continue to grow this business, and educate pet owners about the importance and benefits of grooming.

What or who has had the most influence on the way you do business? I've heard from many pet owners that the last time they had their pets groomed they didn't like how they were groomed, or the pet still felt and smelled dirty. It's very important to listen to what the customer wants and needs, so then you can use the skills you have been taught to get good results.

Do you have a favorite saying that applies to your business? **Top Ten Reasons Your Dog's Haircut Costs More Than Yours:** 10. Your hairdresser doesn't wash and clean your rear end. 9. You don't go for 8 weeks without washing or brushing your hair. 8. Your hairdresser doesn't have to give you a sanitary trim. 7. Your hairdresser doesn't have to clean your ears. 6. Your hairdresser doesn't have to clean the boogies from your eyes. 5. You sit still for your hairdresser. 4. Your haircut doesn't include a manicure or a pedicure. 3. Your hairdresser only washes and cuts the hair on your head. 2. You don't bite or scratch your hairdresser 1. The likelihood of you pooping or peeing while your hair is being cut is extremely slim.

~Author unknown



What have been some of the challenges you've faced, and how did you work them out? Making sure I'm on the same page as the pet owners. Consulting with them and doing what they request.

What do you find most rewarding about this type of work? I love dogs and love to interact with them. All my doggie customers have different personalities; each one has their own way of making my day fun.

What type of customers use your products/services? Pet owners that love their pets and want to make sure that they are getting the best grooming experience.