



# Salty Dog

PET SALON

**Guide 1 Resource Guide**



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Salty Dawg, LLC  
A Delaware Limited Liability Company  
9615 Spring Green Blvd. Ste 500  
Katy, Texas 77494  
(832) 660-6727  
[www.saltydawgpetsalon.com](http://www.saltydawgpetsalon.com)**

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**Contributors: John Kanski and Salty Dawg Production Team**

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## TRADEMARK USAGE GUIDELINES

The franchise agreement gives you the right to operate a Salty Dawg Pet Salon under the Salty Dawg Names and Marks. You must follow our rules when you use our Marks. You may not use any of our Names or Marks (or the names and marks of any Salty Dawg) or derivatives thereof as part of your corporate name or with modifying words, designs, or symbols, except those we license to you. You may not use any of our Names or Marks for the sale of any unauthorized products or services or in a way we have not authorized in writing.

You may not directly or indirectly contest our right to our trademark, trade secrets, or business techniques that are part of our business.

On June 18, 2018, we filed an application to register the service mark “Salty Dawg” on the principal register of the United States Patent and Trademark Office (USPTO). On October 18, 2018, we received registration of the service Mark in the United States Trademark Office. All affidavits required to preserve and renew this Mark have been filed. There are no agreements limiting our right to use or license the use of our Names and Marks. If you learn of an infringement or challenge to your use of our Names and Marks, or unfair competition with your use of our trademark, you must notify us immediately. We will take the action we think is appropriate. We are not obligated, by the franchise agreement or otherwise, to protect your right to use any Names and Marks. However, we will protect you against claims of infringement or unfair competition that might be made against you from your use of our Names and Marks if you are using them properly. We may, in this situation, take any action we deem appropriate to handle the claim.

There are currently no effective determinations of the U.S. Trademark Office, Trademark Trial and Appeal Board, the Trademark Administrator of any state, or any court, or any pending infringement, opposition, or cancellation proceedings, or any material litigation, involving our principal Names and Marks.

We may adopt new Marks at any time or change our existing Names and Marks. If we adopt new Marks, or change our existing Names and Marks, you must use the new or modified Names and Marks and discontinue the use of any Marks we decide to change or discontinue. We will give you enough notice to allow you to use any trademark stationery and marketing materials you bought in the last 90 days that will become obsolete, or, at our option, we will purchase those materials from you at cost.

As a Salty Dawg franchise, the Names, Marks and Trade Secrets associated with the business are critical to its success. It is important to carefully protect these, following the guidelines outlined in the Franchise Agreement. Remember that you should not use the Names or Marks associated with Salty Dawg as part of your legal name.

Your key associates who will have access to any of Salty Dawg’s trade secrets are required to sign an employment agreement containing non-disclosure and non-compete covenants for a reasonable period before, during, and after employment.

## COPYRIGHTS

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Copyright ©2019 Salty Dawg Pet Salon LLC  
All rights reserved. Printed in the United States of America.

## NONDISCLOSURE AND CONFIDENTIALITY AGREEMENT

For any and all trainings provided by Salty Dawg LLC and all in-house salon trainings, you acknowledge and agree that:

- 1 During the training, you may receive or otherwise obtain information that is confidential and proprietary to the Salty Dawg business or franchisees. This information may include concepts and ideas, systems, technical drawings, processes, methods of training or operation, trade secrets, quality control procedures, strategies or financial information, pricing information, guides, written systems, manuals, handbooks, modules, and other types or kinds of proprietary data associated with the conduct of the Salty Dawg Franchise and the education of a future team member. ("confidential information").
- 2 You agree to protect as confidential and not to disclose to any person or entity any confidential information, in whole or in part, either directly or indirectly, at any time.
- 3 You agree not to use any confidential information other than for the purpose of understanding the culture of Salty Dawg as it relates to your current position and duties and for no other reason.
- 4 You agree to take all precautions necessary to ensure that the confidential information is not disclosed to third parties.
- 5 You will return, at the end of the training, all materials containing confidential information, unless you are specifically permitted by Salty Dawg to retain them.
- 6 You acknowledge that all confidential information is and shall remain the property of Salty Dawg, and nothing in this Agreement or any course of conduct between you and Salty Dawg shall be deemed to grant you any rights in or to all or any portion of the confidential information.
- 7 You acknowledge that any breach of your obligations under this Agreement may cause Salty Dawg irreparable injury that cannot be adequately compensated by the payment of damages in an action at law. Accordingly, Salty Dawg shall be entitled to the remedies of injunction, specific performance, and other equitable relief to redress any breach or prevent any threatened breach (and Salty Dawg shall not be required to post any bond or prove special damages), and you shall pay any and all costs and expenses (including reasonable attorneys' fees and expenses) incurred by Salty Dawg in enforcing its rights hereunder. Nothing contained in this Agreement shall, however, be construed as a waiver by Salty Dawg of any other right, including, without limitation, Salty Dawg's right to damages.
- 8 This Agreement shall be binding on and inure to the benefit of the parties and their successors and permitted assigns. Salty Dawg may assign its rights and obligations under this Agreement to any of its affiliates without your consent. You may not assign your rights or obligations under this Agreement.

In WITNESS WHEREOF, you have signed this Agreement as of this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

Salty Dawg Franchise Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Name (Please print): \_\_\_\_\_



## CHAPTER 1

# THE SALTY DAWG FRANCHISE

- What's in this guide?
- What it means to be a Salty Dawg Partner
- Our Job
- Your Job
- Our Shared Success

## WHAT'S IN THIS GUIDE

*Guide 1 Resource Guide* is your road map to the world of Salty Dawg Pet Salons. Whether you're a brand-new pet salon or a founding member, you'll want to keep this guide at your fingertips. It will answer your most frequently asked questions, point you toward helpful resources, and tell you where to find information that lives in other modules. This Guide will help you take advantage of all the resources, benefits, and programs available to you as a Salty Dawg Pet Salon partner. You'll find all the information you need to tap into the various resources, programs, and people who are committed to providing you with exceptional service and support.



## WHAT IT MEANS TO BE A SALTY DAWG PET SALON PARTNER

Congratulations, and welcome to the Salty Dawg Franchisee program. You and your team are now members of one of the fastest-growing pet salon franchise networks in the pet industry. Salty Dawg Pet Salon has a unique and strong market position in the pet industry. As a Salty Dawg partner, you're not just a local pet salon; you're part of a national network of highly respected pet salons. You can rely heavily on the Salty Dawg name to recruit team members and build a new "neighborhood" pet salon.

John Kanski, Winn Claybaugh, Ryan Claybaugh, Gary Ratner, and their teams have spent a combined 100 years and millions of dollars promoting, marketing, and building businesses. As a Salty Dawg partner, you have access to those resources. You also have access to the entire Salty Dawg Pet Salon team and a wealth of valuable resources representing more than 30 years in the pet industry.

## OUR COMMITMENT

Salty Dawg is led by a common vision to inspire and mentor happy pet care professionals toward professional success. We are guided by a mission that says, "When Pets Come First, Success Will Follow." Our vision and mission are much bigger than merely creating pet salons. We're out to change the pet salon industry by doing things differently than others. We start by having our pet professionals do their part with a strong commitment to things like giving back, going green, raising awareness, spreading the **Pet Differently** culture, fostering personal and professional growth, saving the planet, and gathering best practices and ideas, many of which come directly from our franchisees—our partners who are right there on the front lines, living the business of running your pet salon day after day. Our job involves listening to you and ensuring that your best suggestions and methods are incorporated into all Salty Dawg curriculums and systems. With our vision and mission in mind, our job becomes clear: to guide, mentor, and educate you and your team toward successful implementation of the systems within the Salty Dawg program. We are committed to helping you develop your salon and providing you with exceptional service and support. We do not assume or expect that your salon is following the systems we inspect. An important part of our job is to inspect your salons. To ensure that our salon network is built on quality and consistency, our job also involves developing standards and systems for every aspect of the salon business. We have developed state-of-the-art support trainings, tools, and materials, as well as innovative programs and systems to help you establish and sustain the Salty Dawg culture within your salon.

These systems are carefully detailed in our guides, classes, and coaching systems—your map to continued success. Finally, our job is to provide significant benefits for our partners, such as the numerous learning opportunities available to every Salty Dawg. All salons receive personal coaching and customized on-site team training. In addition, all of them are invited to exclusive training classes.

## **YOUR COMMITMENT**

When you join the Salty Dawg network, you and your team receive great benefits. In return, please realize that it's your responsibility to know the information and run your own pet salon. As a partner, you are ultimately responsible for your success, but remember that no Salty Dawg success comes solely from the efforts of its partners. The key to your success is to hire, train, motivate, and inspect a strong team of Salty Dawg professionals.

Experience has shown that our most successful partners study and master the systems and execute them diligently. As a leader, it's your job to implement and follow the best practices, proven systems, and curriculums and to run your own business. It's also your job to share your best practices and ideas by speaking up and letting us know when you make a discovery, no matter how big or small, which we can then share with the entire Salty Dawg network.

We build a supportive and collaborative network in and among our Salty Dawgs, and your participation in that makes us strong. We cannot build a pet network without your involvement and support. To be a successful Salty Dawg requires action and commitment to learning and growing, both personally and professionally. The success of our affiliation depends on you doing your job successfully. As a Salty Dawg owner, you are backed by our 100 years of experience in the pet industry, and we're here to support you, but it's your job to run your salon, communicate, pick up the phone, ask questions, and show up. It's not enough that your team attends huddles and trainings; you, too, need to be there. It's not enough that your team shows up to welcome the new pet guests and their pet parents; you, too, need to welcome them and confirm their satisfaction. Your job is to consistently implement the systems and to motivate and train your team to build a positive experience for all. It is essential that you and your team make it a priority to implement the systems and programs we provide.

If a system, curriculum, policy, or process exists in any of these guides, it is your job to know about it.

## **OUR SHARED SUCCESS**

Salty Dawg is recognized as a highly respected pet styling location across the United States. Your pet styling facility, staff, education program, and service systems contribute to that reputation. We are responsible for developing and strengthening our national brand recognition, while you are responsible for building the Salty Dawg name and brand on a local level. Our shared success depends on how well we stay focused on our roles within the partnership. We commit to staying focused and providing revolutionary programs and mentors to help you toward success. We ask you to focus on successfully implementing the programs we create and to be part of the process of constantly improving our systems and our culture.

## BRAND EQUITY

We hold a few key values that protect our brand and set us apart from other salons. We know that consistency in these areas will help us succeed as a neighborhood:

**PET DIFFERENTLY** — Our pets are invited into an experience that is more human than ever. You shouldn't be the only one styled by a professional. We want our pet parents to know that their pet is in the hands of someone who truly cares about their wellbeing, giving them peace of mind, and that they will have this experience each and every time they visit a Salty Dawg Pet Salon.

**STEADFASTNESS** — Unwavering in professionalism and business ethics, up-to-date certifications in not only grooming but nutrition and care for your pet. We value productivity and performance. We believe our business must provide financial success to team members who sustain a high level of guest satisfaction and contribute to our reputation as being the best at what we do.

**EDUCATION** — Our team consists of professionals trained on humans first, with products tested on humans first. We value the success that lies in the heart and mind of each pet stylist who thirsts for continuous improvement and training. We believe success is encouraged through dedicated personal coaching and ongoing formal training. Our continuous evolution expands us artistically, creatively, spiritually, intellectually, and financially.

**TRANSPARENCY** — Not just the same old grooming and pet store. We add professionalism and transparency to a pet grooming salon. Our layout is wide open with glass walls—everything is done in sight. Our salons are designed by award-winning designers and architects. The Salty Dawg Pet Salon is truly a sight to be seen and takes pet salons to the high end human salon level.



## CHAPTER 2

# THE DIRECTORY

- Salty Dawg Pet Salon Franchise Support Team and Matrix
- Salty Dawg Locations
- Approved Vendors and Contact List

## SALTY DAWG PET SALON FRANCHISE SUPPORT TEAM

Name	Title	Email
John Kanski	Founder	johnk@saltydawg.com
Sally Facinelli	President	sallyf@saltydawg.com
Jenn Johnson	Director of IP & Education Development	education@saltydawg.com
Ryan Claybaugh	Chief Financial Officer	ryanc@saltydawg.com
Winn Claybaugh	Co-Founder	winnc@saltydawg.com
Gary Ratner	Co-Founder	
Lori Dragomir	Education Trainer	education@saltydawg.com
D'Laney Gardner	Education Trainer	education@saltydawg.com
Allison Ragsdale	Education Trainer	education@saltydawg.com

## SALTY DAWG LOCATIONS

Location	Address	Contact Number
Salty Dawg Normal	115 Susan Drive Suite E, Normal, IL	309-807-3299
Salty Dawg Westside Village	2250 Marietta Blvd Suite 216, Atlanta, GA	678-732-9107
Salty Dawg Cinco Ranch	9615 Spring Green Blvd Suite 500, Katy, TX 77494	346-257-2812

## APPROVED VENDORS AND CONTACT LIST

### **Apparel, Leashes, and Collars**

Fundog Bandanas  
<https://www.fundogbandanas.com/>

Rok Straps Leashes and Collars  
<https://rokstraps.com/>

### **Architects**

One Architecture  
<https://onearchitecture.nl/>

### **Fixtures and Cabinetry**

Wadsworth  
<https://www.wadsworthdesign.com/>

### **Food and Treats**

Chips Natural  
<https://www.chipsnaturals.com/>

Fromm  
<https://frommfamily.com/>

Natural Farms  
<https://www.naturalfarmpet.com/>

Pawsitively Gourmet  
<https://www.pawsitivelygourmet.com/>

Philips Pet Supply  
<https://www.phillipspet.com/>

Preppy Puppy  
<https://preppypuppytreats.com/>

Red Barn  
<https://www.redbarn.com/>

The Pound Bakery  
<https://www.thepoundbakery.com/>

Upcountry  
<https://upcountryinc.com/>

### **Grooming Equipment**

Tristate/Direct  
<https://www.tristatevetandpet.com/>

### **Grooming Products**

John Paul Mitchell Pet Products  
<http://johnpaulpet.com/our-product/>

### **Grooming Tools**

Pet Edge  
<https://www.petedge.com/>

### **Pet Care Products, Supplies, and Toys**

Fluff and Tuff Toys  
<https://fluffandtuff.com/>

Haute Diggity Dog Toys  
Pet Mate Supply  
<https://www.hautediggitydog.com/>

Philips Pet Supply  
<https://www.phillipspet.com/>

The Modern Dog Company/Wunderball  
<https://www.themoderndogcompany.com/>  
Wunderball

### **Point of Sale**

Gingr  
<https://www.gingrapp.com/>

### **Real Estate**

Green Light  
<https://www.greenlight-realestate.com/>

### **Social Media**

Rallio  
<https://www.rallio.com/>

### **Website and Marketing**

Urban DNA  
Clint Davis [clint@urbandnamedia.com](mailto:clint@urbandnamedia.com)  
<https://urbandnamedia.com/>



## CHAPTER 3

# GUIDES AND RESOURCES

- Salty Dawg Guides (Overview)
- Training Manuals
- E-Learning

## SALTY DAWG GUIDES AND MODULES (OVERVIEW)

Salty Dawg provides comprehensive guides and modules that outline every aspect of day-to-day operations within a Salty Dawg.

**Guide 1: Resource Guide** outlines and catalogs the many benefits, programs, and resources available within the Salty Dawg network.

### Site Planner

#### **Guide 2: Marketing and Brand Management**

Need text here building brand image through merchandising, product management, and training.

**Guide 3: Service and Sales** is a comprehensive guide to building strong sales skills, service procedures, and training.

**Guide 4: Operations** presents how to successfully manage a Salty Dawg. This guide directs the duties and performance of the salon facility management team.

**Guide 5: Learning Success Systems** is a complete overview of how we train our salon owners, leaders, teams, managers, and sales team members.

**Guide 6: Community and Connection** features how to create and lead successful community programs and FUN-raising for building relationships and connecting with local charities, shelters, and pet events.

## TRAINING MANUALS

**The Salty Dawg Culture Module** focuses on the Salty Dawg culture and the fundamental knowledge and skills needed to manage a successful team: learn how to attract and retain team members, implement the culture and visionary leadership skills to build trust and motivation, and essential management systems.

**The Bather Module** focuses on the theory aspect of basic dog anatomy, breed specific coats, tools, bathing, drying, nails, pawpads, and more.

**Pet Stylist Module- Coming Soon**

**5 Star Pet Stylist Module- Coming Soon**

**Master Stylist- Coming Soon**

### Handbooks

A policy and procedures handbook has been developed and is located in a separate file.



## CHAPTER 4

# TRAININGS AND EVENTS

- Trainings Overview
- E-Learning
- Events

## TRAININGS OVERVIEW

### Bather

- This training program focuses on basic dog anatomy, breed-specific coats, tools, bathing, drying, nails, and pawpads. The program is designed to take 6–8 weeks but is dependent on the learners pace and progress. The focus will be on e-learning training, hands-on training, and using Salty Dawg training forms and evaluations to check off the training process and provide a certificate of achievement. Once this training has been completed, the bather can perform bathing services without supervision.

### Pet Stylist

- This training program focuses on scissor and clipper grooming, matting, lifestyle maintenance grooming, and setting the groomer up for the next step in the grooming service of providing any finishing and detailing work. The training will include e-learning, hands-on training, and using Salty Dawg training forms and evaluations to check off the training process and provide a certificate of achievement. Once this training has been completed, the pet stylist can perform services without supervision.

### 5-Star Pet Stylist

- This training program focuses on grooming the five most common breeds and understanding how to groom according to their coat type and breed needs. The 5-Star Pet Stylist can provide some finishing techniques and some detailing work. The training will include e-learning, hands-on training, and using Salty Dawg training forms and evaluations to check off the training process and provide a certificate of achievement. Once this training has been completed, the 5-Star Pet Stylist can perform services without supervision.

### Master Stylist

- This program is designed for experienced groomers or 5-Star Pet Stylists that have either completed the Salty Dawg Training Program and have shown excellent work ethic and technique or have years of experience in grooming. The master stylist would be responsible for all finishing and detailing work prior to the service ending. They are also responsible for supporting larger dogs, dogs with behavioral challenges, and breed specific grooms outside of the common breeds in grooming. The training will include e-learning, hands-on training, and using Salty Dawg training forms and evaluations to check off any continuing education and advanced grooming techniques.

### Master Stylist—Educator

- Salty Dawg has also designed a Master Stylist Educator Program. This program is designed to involve the master stylist in the training and teaching of other colleagues, as well as advanced grooming techniques. This program will focus on how to educate others by giving them the tools they need (lesson plans, time management, coaching, communication resources, etc.)

## E-LEARNING

Electronic learning is the delivery of learning and training through digital resources. Although e-learning is based on formalized learning, it is provided using electronic devices such as computers, tablets, and even cellular phones that are connected to the internet. This way of learning makes it easier for users to learn anywhere and at anytime, with very few restrictions.

E-learning is also an effective tool for onboarding new team members who need to familiarize themselves with our culture, systems, and daily responsibilities that may fall within their job descriptions.

Salty Dawg has created it's own Learning Management System (LMS) to provide ongoing e-learning training to the Salty Dawg network. The courses and microcourses provided on the LMS are designed by the Salty Dawg education team and updated regularly to include culture, communication, sales, operations, teamwork, phone skills, marketing, groomer specific training, and so much more.

The [saltydawgeducation.com](http://saltydawgeducation.com) site is hosted and managed by Salty Dawg, LLC and access to the site can be requested by emailing [education@saltydawg.com](mailto:education@saltydawg.com). All store groups and users accessing the training site are monitored and inspected by Salty Dawg, LLC.

## EVENTS

Different training events and sales events will be added throughout the year.

# Salty Dawg

PET SALON

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For more information, visit [saltydawgpetsalon.com](https://saltydawgpetsalon.com).

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