

The logo features the letters 'AW' in a white, stylized font inside a black oval. This oval is centered on a horizontal line composed of three parallel lines. Below this graphic, the word 'GROOMIX' is written in a large, bold, black sans-serif font. The 'X' is rendered in a lighter, greyish tone with a slight shadow effect.

AW GROOMIX

May 28 - 31, 2026

Owensboro Convention Center

501 West 2nd St.

Owensboro, KY 42301



**Merch available
at Whitman's Booth**





GROOM X

Registration Open 7 AM Friday, Saturday, Sunday
 Thursday Classroom Registration At the Registration Desk In Lobby
 Starts at 2pm Trade show Hours 10AM-6PM Friday and Saturday,
 10AM-5PM Sunday

Thursday

| Competition Event (1st floor) Education Classes(3rd floor) | Seminar Time | | Room A 3rd Floor | Room B 3rd Floor | Room C 3rd Floor | Room D 3rd Floor |
|---|--------------|--|--|---|---|--|
| | 12pm | <h2>Welcome to the RWGroomX!!</h2> <p>Vendor Move-IN 10am-10pm</p> <p>Attendees/Trade Show Attendees/Educational Attendees REGISTRATION starts at 2:00pm Thursday CST</p> | | | | |
| | 1pm | | | | | |
| | 2pm | | | | | |
| | 3pm | | | | | |
| | 4pm | | | | | |
| | 5pm | | HELP Pet First Aid & CPR * Certificate Course: Kate Klasen All 5 hours are required for Certification | Master Groomer Certification Workshop: Guzal Adekoje * All 5 hours are required for Certification | Color Theory & Color Application Erin Huland & Holly Baker * All 5 hours are required for Certification | Salon Safety Certificate Course: Linda Easton All 4 hours are required for Certification |
| | 6pm | | HELP Pet First Aid & CPR * Certificate Course: Kate Klasen All 5 hours are required for Certification | Master Groomer Certification Workshop: Guzal Adekoje * All 5 hours are required for Certification | Color Theory & Color Application Erin Huland & Holly Baker * All 5 hours are required for Certification | Salon Safety Certificate Course: Linda Easton All 4 hours are required for Certification |
| | 7pm | | HELP Pet First Aid & CPR * Certificate Course: Kate Klasen All 5 hours are required for Certification | Master Groomer Certification Workshop: Guzal Adekoje * All 5 hours are required for Certification | Color Theory & Color Application Erin Huland & Holly Baker * All 5 hours are required for Certification | Salon Safety Certificate Course: Linda Easton All 4 hours are required for Certification Salon * |
| | 8pm | | HELP Pet First Aid & CPR * Certificate Course: Kate Klasen All 5 hours are required for Certification | Master Groomer Certification Workshop: Guzal Adekoje * All 5 hours are required for Certification | Color Theory & Color Application Erin Huland & Holly Baker * All 5 hours are required for Certification | Safety Certificate Course: Linda Easton All 4 hours are required for Certification |
| | 9pm | | | 8:30pm Competitor's Meeting | | Training & Mentoring New Groomers Linda Easton |

Vendor Move-in 10AM-Educational
 Classes Start at 3PM-9PM

NDGAA
 Certification by
 Guzal Adekoje

All Thursday
 Classes receive a
 Certification



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Friday

| Competition Event (1st floor) Education Classes(3rd floor) | Seminar Time | | Room A 3rd Floor | Room B 3rd Floor | Room C 3 3rd Floor |
|---|--------------------|--|--|--|--|
| <p>8AM check in time 8:30AM Pre-Judging 9AM-11:15AM Competition</p> <p>Rings close 5min before competition (Times will vary for classes) OPEN/Intermediate/Entry Competition Class: Wire Coat Competition Class: Clipper Classic</p> <p>Judge: Hayley Keyes Apprentice Judge: Guzal Adekoje</p> | 8am | | | | |
| | 9am | Wire Coat/Clipper Classic | <p>Emergency Scenarios:</p> <p>Kate Klasen</p> | <p>Mobile Grooming Master Series: *</p> <p>Dr. Molly Rowland All 6 hours are required for Certification</p> | <p>All About Bathing Systems & Conditioner</p> <p>Dave Campanella</p> |
| | 10am | Wire Coat/Clipper Classic | <p>Emergency Scenarios:</p> <p>Kate Klasen</p> | <p>Mobile Grooming Master Series: *</p> <p>Dr. Molly Rowland All 6 hours are required for Certification</p> | <p>All About Bathing Systems & Conditioner</p> <p>Dave Campanella</p> |
| | | | Break | Break | Break |
| | 11am | Judge/Judge | <p>Salon Sanitation: *</p> <p>Anjie Coates All 4 hours are required for Certification</p> | <p>Mobile Grooming Master Series: *</p> <p>Dr. Molly Rowland All 6 hours are required for Certification</p> | <p>HV Dryer Masterclass</p> <p>Dave Campanella</p> |
| | 12pm | Checkin | Lunch/Shop | Lunch/Shop | Lunch/Shop |
| | 1pm | Creative Single | <p>Salon Sanitation: *</p> <p>Anjie Coates All 4 hours are required for Certification</p> | <p>Mobile Grooming Master Series: *</p> <p>Dr. Molly Rowland All 6 hours are required for Certification</p> | <p>Bichon 101</p> <p>Allison Brooks</p> |
| 2pm | Pre-Judge/Checkin | <p>Salon Sanitation: *</p> <p>Anjie Coates All 4 hours are required for Certification</p> | <p>Mobile Grooming Master Series: Dr. Molly Rowland *</p> <p>Dr. Molly Rowland All 6 hours are required for Certification</p> | <p>Fitting Shears to Your Hand</p> <p>Allison Brooks</p> | |
| 3pm | ALL Other Purebred | Break | Break | Break | |
| 4pm | ALL Other Purebred | <p>Salon Sanitation: *</p> <p>Anjie Coates All 4 hours are required for Certification</p> | <p>Mobile Grooming Master Series: Dr. Molly Rowland *</p> <p>Dr. Molly Rowland All 6 hours are required for Certification</p> | <p>Asian Fusion</p> <p>Dillon Gonzalez</p> | |
| 5pm | Judge | <p>Hands On Corrective Grooming</p> <p>Guzal Adekoje 5-7pm</p> | | | |
| <p>Creative Single 11:45AM check in time 12:15PM Judging Competition Rings close 5 min before competition (Times will vary for classes) OPEN level/Entry level</p> <p>Judge: Nicole Kallish Apprentice Judge: Guzal Adekoje Assisting Judge: Natalia Buscovich</p> <p>NDGAA Certification by Guzal Adekoje</p> <p>Competition Class: All Other PBred 2PM check in time 2:30PM Pre- Judging 5:00PM-5:30PM Competition Rings close 5 min before competition (Times will vary for classes) OPEN/Interme/Entry</p> <p>Judge: Hayley Keyes Apprentice Judge: Guzal Adekoje</p> <p>Certification Courses are marked by an *</p> | | | | | |
| Best in Show Sunday 9:30AM | | | | | |



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Saturday

| Competition Event (1st floor) Education Classes(3rd floor) | Seminar Time | | Room A 3rd Floor | Room B 3rd Floor | Room C 3rd Floor |
|---|--------------|---|---|--|---|
| 8AM check in time 8:30AM Pre-Judging 9AM-11:15AM Competition Rings close 5 min before competition (Times may vary slightly for classes) OPEN/Intermediate/Entry Competition Class: Sporting Competition Class: Salon Free Style Judge: Hayley Keyes Apprentice Judge: Guzal Adekoje | 8am | | | | |
| | 9am | Check In In One Chair | The Mindful Groomer: Dave Campanella | Back to Basics: Anna Hawks | Handling Cats Safely Part 1: Linda Easton |
| | 10am | Pre-Judge Pr e-Judg e Chair | Skin Assessment Michelle Knowles | Clipper Blade Workshop: Anna Hawks | Handling Cats Safely Part 2: Linda Easton |
| | 11am | Sporting Salon Free Style | Break | Break | Break |
| | 12pm | Judge/Judge | Healing The Follicle: Michelle Knowles All 4 hours are required for Certification * | Everything You Need to Know About Shears: Ralph Whitman | Battling Burnout: Valerie McFadden |
| | 1pm | Check In | Lunch/Shop | Lunch/Shop 12:15 Live Reading of Grooming Witch of the Iron Ledge with Anjie Coates | Lunch/Shop |
| | 2pm | Pre-Judge | Healing The Follicle: Michelle Knowles All 4 hours are required for Certification * | Neurodivergent Series: Creating Patterns for Success: Anjie Coates | From Employee to Business Owner Valerie McFadden |
| | 3pm | Poodle | Healing The Follicle: Michelle Knowles All 4 hours are required for Certification * | Neurodivergent Series: Training Your ND Employee: Anjie Coates | From Employee to Business Owner Part 2 Valerie McFadden |
| | 4pm | Judge | Break | Break | Break |
| | 5pm | Abstract | Healing The Follicle: Michelle Knowles All 4 hours are required for Certification * | Neurodivergent Series Managing Mental Load, Overwhelm & Sensory Processing: Anjie Coates | Social Media for Groomers: Loren Mesquita |
| Best in Show Sunday 9:30AM | | | | | |

Certification
 Courses are
 marked by an
 *



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GROOM

Sunday

| Competition Event (1st floor) Education Classes(3rd floor) | Seminar Time | Room A 3rd Floor | Room B 3rd Floor | Room C 3rd Floor |
|---|--------------|---|--|---|
| 8AM check in time 8:30AM Judging ModelDog Judge: Hayley Keyes Apprentice Judge: Guzal Adekoje Assisting Judge: Natalia Buscovich Best In Show 9:30AM | 8am | | | |
| | 9am | Handstripping Certificate: * Loren Mesquita All 4 hours are required for Certification | Color Lifting for Salons: Holly Baker | You Need to Calm Down: Mindy Dinwiddie |
| | 10am | Handstripping Certificate: * Loren Mesquita All 4 hours are required for Certification | Color Lifting for Salons: Holly Baker | Geriatric Grooming Certification: Mindy Dinwiddie All 6 hours are required for Certification |
| | | Break | Break | Break |
| | 11am | Handstripping Certificate: * Loren Mesquita All 4 hours are required for Certification | Color Lifting for Salons: Holly Baker | Geriatric Grooming Certification: Mindy Dinwiddie * All 6 hours are required for Certification |
| | 12pm | | | |
| OPEN/Entry Competition Class: Creative Duo 11:30PM check in time 12:30PM Pre-Judging 12:30PM- 3:30PM Competition Rings close 5 min before competition (Starting Times will vary for classes) Judge: Hayley Keyes Apprentice Judge: Guzal Adekoje Assisting Judge: Natalia Buscovich NDGAA Certification by Guzal Adekoje | 1pm | Lunch/Shop | Lunch/Shop | Lunch/Shop |
| | 2pm | Handstripping Certificate * Loren Mesquita All 4 hours are required for Certification | Airbrush Art for the Salon Erin Huland | Geriatric Grooming Certification: * Mindy Dinwiddie All 6 hours are required for Certification |
| | 3pm | Bathing Safety Certificate: * Myke Ross 2 hours are required for Certification | Airbrush Art for the Salon Erin Huland | Geriatric Grooming Certification: Mindy Dinwiddie All 6 hours are required for Certification |
| | | Break | Break | Break |
| | 4pm | Bathing Safety Certificate: * Myke Ross 2 hours are required for Certification | Salon Culture: Accountability Without the Attitude: Loren Mesquita | Geriatric Grooming Certification: * Mindy Dinwiddie All 6 hours are required for Certification |
| | 5pm | Cutting Corners Clipper Magic Guzal Adekoje 5-7pm | | |
| Vendor Move-Out until 10:00pm Certification Courses are marked by an * | | | | |

Events

The Extreme Creative "River Walk" Parade Attention all Extreme Creative Competitors! Friday 4:30pm - 5:45pm



We have an incredible, first-time opportunity to put your artistry center stage. On Friday, May 29th, we are taking the competition to the streets for a professional parade along the Owensboro Riverfront.

The Details:

- **The Venue:** We'll be marching along the scenic Ohio River promenade, right in the heart of Owensboro's famous "Friday After 5" festival with food trucks, music, and fun.
- **The Audience:** You'll be showcasing your work to a crowd of over 10,000 people. This is your chance to "exploit" your talent (in the best way possible!) and show the general public the high-level artistry of professional grooming.
- **The Exposure:** Expect hundreds of questions, thousands of photos, and a level of visibility that we've never offered before.



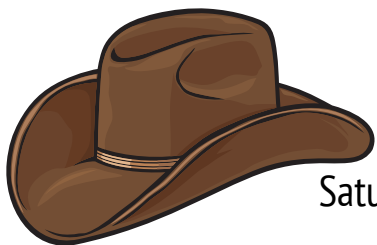
Signups are required for After Hours Fun Events!

Friday 7pm at the Owensboro Convention Center Main Floor: Backseat Groomer Competition \$35

Friday 8pm : Blinding Color Blast Competition. \$35

Saturday Events

Live Reading of The Grooming Witch of the Iron Ledge By: Anjie Coates
Room B - 12:15 Feel free to eat lunch in the room.



Western Ho Down Party

Saturday PM (immediately after Abstract at the Convention Center) at the Brew Bridge:

Bring your cowboy hat and your cowboy boots, and let's have some fun! A raffle will be held at the Brew Bridge during the party.

The Brew Bridge has fantastic food available and drinks for you and yours to purchase if you desire.
Dogs are not allowed inside the bar, via the Health Department, but are allowed on the patio.

The Brew Bridge
800 West 2nd Street
Owensboro, KY 42301