

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 serif font. The 'X' is rendered in a lighter, metallic-looking grey color with a 3D 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	Training & Mentoring New Groomers Linda Easton
	9pm				

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>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> <p>Best in Show Sunday 9:30AM</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: *</p> <p>Dr. Molly Rowland All 6 hours are required for Certification</p>	<p>Bichon 101</p> <p>Allison Brooks</p>
	3pm	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>
			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>		



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 and Saturday, 10AM-5PM Sunday

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		Lunch/Shop	Lunch/Shop	Lunch/Shop
	1pm	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
	2pm	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
	3pm	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.



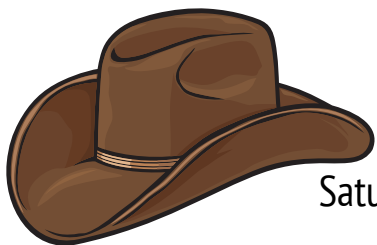
Signups are required for After Hours Fun Events!

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