



## *What is the Pet Loss Professionals Alliance?*





The PLPA is a group of like-minded pet-loss care providers who are working to foster a high level of ethics and training within our profession. We are focused on establishing sound business practices and standards among our ranks and on promoting the value of quality pet-loss care to veterinarians and the public.

The PLPA is a newly formed committee of the International Cemetery, Cremation and Funeral Association. Founded in 1887, the ICCFA is made up of more than 7,400 member cemeteries, funeral homes, crematories, pet-loss care providers and related businesses worldwide.

## *How Can I Get Involved?*

- 1 Join the PLPA today!** Simply send in the application on the back of this flier and become a member of this committed, forward-thinking group.
- 2 Sign up for the PLPA online discussion forum.** Help us shape the future of our profession at [www.myplpa.com](http://www.myplpa.com).
- 3 Make plans now to attend the First Annual PLPA Conference in March 2010.** Don't miss our inaugural event, being held in conjunction with the ICCFA 2010 Convention & Exposition, March 10-13 at the San Antonio Convention Center in San Antonio, Texas.

Highlights will include:

-  March 10: PLPA Meet-and-Greet Reception
-  March 11: PLPA Organizational Business Meeting
-  March 10-12: Expo with 350+ death-care supplier booths
-  March 11-13: PLPA educational sessions on topics such as:
  - ▶ **Forming Partnerships:** How to reach out to local organizations to grow your pet business
  - ▶ **Veterinary Sales:** How to get past the "gatekeeper" and help your prospect reach a buying decision
  - ▶ **Technology:** Facilitated discussion of tech needs and solutions
  - ▶ **Standards:** Facilitated discussion on developing standards in terminology and operations
  - ▶ **Grief Education:** How to help our client families manage their grief



Promoting Consumer Choices,  
Prearrangement  
and Open Competition

**Obligations of Membership**

Members of the ICCFA recognize that we have special obligations to the families and public we serve. As Guardians of a Nation's Heritage, we pledge:

- to care for the remains of those entrusted to us with dignity, respect, and professional skill, whether at a funeral home, crematory or cemetery.
- to honor the wishes of the deceased and their family and to serve all families with respect, understanding and confidentiality.
- to administer and safeguard all advance planning and permanent memorialization funds for their lawful and intended purpose.
- to protect and preserve all interment sites and relevant historical data entrusted to us.
- to be guided by the spirit and letter of all applicable laws and regulations set by governing bodies with jurisdiction over our activities in the ownership, management and operation of a funeral home, crematory, cemetery or related endeavor.

# Professional Membership Application - Pet Loss Professionals Alliance -

**Yes!** I want to join the ICCFA as a professional member and become part of the ICCFA's Pet Loss Professionals Alliance! Enclosed is my payment of \$195 for my first year's dues.

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Web site \_\_\_\_\_

Name and Title of Representative \_\_\_\_\_

Please indicate the types of pet-loss care businesses you operate:

- Pet Cemetery                       Pet Crematory                       Pet Funeral Service Facility
- Pet Loss Product Provider    Other \_\_\_\_\_

**To the ICCFA Board of Directors:**

*I/We enclose \$195.00 in acceptance of the Professional Membership offer from the International Cemetery, Cremation and Funeral Association. I/We understand this will entitle me/us to all benefits of the Professional Membership for a period of one year from the date of application. I/We agree to abide by all ICCFA bylaws as they are now or may be hereafter amended, as well as its Obligations of Membership. I/We understand that each membership includes a \$29.95 subscription to ICCFA Magazine.*

\_\_\_\_\_  
Signature and Title of Applicant

**Payment Method**

(select one)

- Check (make payable to ICCFA)
- Credit card (circle one):    MasterCard    Visa    Discover    AmEx

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on card \_\_\_\_\_

Security ID (3-digit # on back of card or 4-digit # on front of AmEx card) \_\_\_\_\_

Card's billing address/ZIP \_\_\_\_\_

Dues payments to the ICCFA are not deductible as charitable contributions for federal tax purposes, but they may be deductible as a business expense.

*Please complete and return this form with payment to:*

**International Cemetery, Cremation and Funeral Association**

Attention: Membership Department

107 Carpenter Drive, Suite 100

Sterling, VA 20164 ■ www.iccfa.com

800.645.7700 ■ 703.391.8400 ■ Fax: 703.391.8416