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PET LOSS PROFESSIONAL ALLIANCE ANNOUNCES 2019 PLPA COLLEGE DETAILS

STERLING, VA (June 20, 2019) — The International Cemetery, Crematory, & Funeral Association (ICCFA) has announced the details of the 2019 Pet Loss Professionals Alliance College in Memphis, TN. This annual pet loss educational forum will be held July 17 – 19, 2019, at the Holiday Inn University of Memphis.

“The content for this year’s PLPA College is incredibly robust and will profit any end-of-life organization assisting those who care for pets,” commented Roberta Knauf, chair of the Pet Loss Professionals Alliance. “With sessions designed to share data collected from mystery telephone shopping pet loss operations across the country, to ways to navigate your partnering relationship with your local vet clinics, the 2019 PLPA College is sure to spark ideas that will help you grow your pet loss business,” Knauf noted.

In addition to the sessions mentioned, the event will be rounded out with these educational seminars:

- Early Bird Session: Risk Management in the Pet Loss Profession
- Emotional Intelligence in the Workplace
- Standard Operating Procedures
- Working Lunch: The Important of Pet Trusts
- Can History Predict the Future?
- Early Bird Session: From Flood to Fires
- Know Your Own Numbers
- Is Your Virtual Employee Performing at Their Best?
- Legal Issues Pet Death Care Providers are Facing

These sessions will hit upon the daily issues and opportunities faced by pet loss organizations. Attendees are sure to walk away with information and ideas ready for immediate implementation into their enterprise’s strategies.

The Pet Loss Professionals Alliance is committed to be an educational resource to its members. The membership, including pet loss suppliers and pet death care facility operators, is dedicated to the respectful and dignified treatment of those pets entrusted to their care. They do this through the creation of programs to profitably meet the changing needs of the pet death care industry and its process partners in the areas of cemeteries, crematories and pet loss facilities, as well as the creation of standards to willfully meet customer's expectations.

For more information and to register, visit MyPLPA.org.

Founded in 1887, the International Cemetery, Cremation and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 9,100 rooftop locations and 18,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.

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