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**PET LOSS PROFESSIONALS ALLIANCE MARKED
FIRST PET LOSS & INTEGRATION SHORT COURSE
IN ATLANTA JULY 21-23, 2023**

STERLING, VA (October 6, 2023) – The Pet Loss Professionals Alliance (PLPA) welcomed attendees from all over the world to the inaugural Pet Loss and Integration Short Course at Emory University in Atlanta, Georgia, July 21-23, 2023.

The Short Course featured one and a half days of educational sessions that taught attendees how to implement pet services into their deathcare business, ways to generate more revenue with digital marketing, steps to create space in their cemeteries for families to honor their pets, and more. Among the speakers were PLPA Committee Chair Lauren Blevins, CCFE, CPLP, ICCFA General Counsel Poul Lemasters, Esq., ICCFA Sales and Marketing Committee Chair John Bolton, CCE, CCrE, CSE, CXE, and others.

Attendees also had the opportunity to network and exchange ideas during meals, breaks between educational sessions, and during special events such as the Welcome Reception and the ICCFA University Student Night. With attendees having traveled as far as Canada and Guatemala, they made professional connections that will last the rest of their careers.

“I’m very pleased with the turnout of the first Pet Loss and Integration Short Course and the buzz that’s already being generated for next year’s event,” said Blevins. “The enthusiasm that the attendees showed in their discussions makes me hopeful that we’ll see more options provided to families who want to honor their beloved pets.”

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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. The association is comprised of more than 10,000 members in the cemetery, funeral home, and crematory industries, as well as supplier and related businesses worldwide.