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PLPA HOSTS ITS 6TH ANNUAL COLLEGE IN CHICAGO, IL

JULY 8, 2016 (Sterling, VA)—The 6th Annual PLPA College will take place August 25-27, 2016 at the Hilton Chicago/Oak Brook Hills Resort & Conference Center in Chicago, Illinois. This event will host current and future members of the pet loss industry and will be filled with content focused on expanding the profession and creating innovative ways to reach new families.

PLPA College will include topics such as:

- **Pet Death Care Providers: Caregivers with Heart (But You Still Have to Balance the Books)**, Jeff Habreson
- **Guerilla Marketing: Telling Your Story & Standing Out in Your Market**, Linda Wasche
- **The Power of Color & Design and Your Pet Funeral Home**, Leslie Reid
- **Financially Sound, Secure, and Safe! Understanding the Financial Aspect of a Pet Loss Business from COGs to Metrics You NEED to Know**, Nick Padlo
- **Self-Leadership Workshop**, Bill Dickinson

There will also be workshops, motivational speakers and roundtable discussions for pet loss professionals to share ideas and resources with one another. The event will end with a day trip to the Hinsdale Animal Cemetery and Crematory in Willowbrook, Illinois, where attendees will learn the day-to-day operations of a pet cemetery and crematory.

Registration is \$525 for PLPA members and \$675 for non-members with breakfasts, lunches and breaks included. To view the full program and to register, visit

www.iccfa.com/groups/pet-loss-professionals-alliance/Events.

PLPA Membership

Companies that provide pet loss services, and suppliers offering pet loss products, can join PLPA via the ICCFA Professional Membership category, using the online form at www.myplpa.org. The \$245 annual dues payment includes membership in the ICCFA as well as participation in the PLPA. ICCFA-member cemeteries, crematories and funeral homes that provide pet services in addition to human death care services are also welcome to participate in all PLPA discussions and activities.

For information on the PLPA and to join, visit www.myplpa.org. For information on the ICCFA, visit www.iccfa.com.

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 7,400 cemeteries, funeral homes, crematories, memorial designers, pet loss providers and related businesses worldwide.

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