



News & Views

A Publication of the International Association of Pet Cemeteries and Crematories

Your Best Resource for Industry News • Summer 2016

Coming in September ... **IAOPCC Conference 2016**

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On Site Visit to Hartsdale
Pet Cemetery & Crematory

INSIDE THIS ISSUE:

- 2016 Conference Speakers
- 2016 Conference Agenda
- Meet Your Newest IAOPCC Accredited Members

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News & Views

Summer 2016

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New and Views is a quarterly publication of the International Association of Pet Cemeteries and Crematories.

This publication is provided to our members as part of their yearly membership with the IAOPCC.

The IAOPCC was founded in 1971. Our members strive to be the leaders in developing, owning and operating pet cemeteries and crematories.

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From the Desk of Angie Hansen

June 2016

I would like to take this opportunity to say a heartfelt thank you to everyone who reached out to us after our fire in February. We had so many phone calls and emails offering help and well wishes that we almost couldn't keep up responding to them. The IAOPCC membership is amazing. Thanks again ...

I hope everyone's summer is off to a great start! Our 2016 Conference in New York is right around the corner and we are continuing our focus on education.

Your Board of Directors and Home Office have been working overtime to bring you an all-new Certified Pet Crematory Operator Program (CPCO). In a joint partnership with CANA, you and your staff can now be CANA and IAOPCC Certified. I know you will want to be a part of this new educational opportunity! Our Conference Agenda is all new and, along with our continuing education curriculum and one of a kind Accreditation Program, you won't find this opportunity anywhere else. Get signed up today!

Our industry is changing every day and this conference will be covering some of those major changes that are taking place within the industry that will affect all of us. Did you know that by 2019, it is expected that we will see consumers spend a record 100 billion dollars on the pet industry? As industry professionals we have to ask ourselves some questions:

As aftercare professionals, what part do we play in those numbers?

How will the new legislation that is being passed affect your business?

What opportunities are available to newcomers as well as established professionals in our industry?

Who is your target market now compared to 20 years ago?

Let's talk about this in New York ... Register today!

Have a great summer and we will see you in September!

Angie Hansen

BOARD OF DIRECTORS NOMINATIONS

The IAOPCC Board of Directors is accepting bid nominations for the Board. Nominations must be submitted in writing and received by the Home Office before August 31, 2016. You may submit to the Home Office at info@iaopc.com.



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From the Desk of
Donna Shugart-Bethune

June 2016

START SPREADING THE NEWS! New York, Here We Come!

Wow! *What a whirlwind of activity and excitement for our association over the past few weeks!* We have been busy finalizing our plans and new educational opportunities for our Conference in New York. I am so excited to announce a new **Certified Pet Crematory Operator Program (CPCO)** developed in collaboration between the IAOPCC and the Cremation Association of North America (CANA). Through this new program, you and your staff can now be **CANA and IAOPCC Certified**, ensuring you the most extensive and up to date practices in crematory operations. Check out more details about our new program on page 13 and get signed up today! In addition to our new CPCO program, we have added a **Level 3 to our Pet Bereavement Specialist Certification (PBSC)**, taught by noted lecturer and author, Dr. Susan P. Cohen. Dr. Cohen brings a new perspective and expertise to our program. Learn more about Dr. Cohen in this issue and come ready to take your Certification to a whole new level! In addition to new classes, our Agenda is packed full again this year including:

- Accreditation Workshops – The opportunity to work one on one with industry experts. Whether you've been in business a short time, or a very long time, you will learn tips, tools, and techniques that will take you to the next level
- Keynote Speakers helping you to protect your business and build your brand
- Round tables with your peers – we all know the best place to learn is from our peers
- An on-site visit to the world-renowned and legendary **Hartsdale Pet Cemetery & Crematory!** Hartsdale is listed on the National Historic Registry.
- *And, of course we always have fun planned! You will want to join us this year as we head into New York City for dinner and a tour at the Top of the Rock inside Rockefeller Center! This is a once in a lifetime experience that you will not want to miss!*

With new programs come new procedures, so be sure to stay abreast of all the latest information by visiting our website and reading your emails. And of course, you can always call the Home Office for any questions as you prepare to be at the Conference.

As I've stated so many times, while others are looking for best practices, *we already have them!* Where else are you going to find Continuing Education classes WITH Certification, our industry's only **Accreditation Program**, and a world class Conference? Nowhere! *If you want to be a mover in our industry, being at our Conference in New York is a MUST!*

So what are you waiting for? Make your plans today to join us at the beautiful Tarrytown House Estate & Conference Center, in Tarrytown, New York. **Registration forms including hotel links are now posted on our website. If you prefer to mail them in, registration forms are included in this issue.**

MAKE YOUR PLANS NOW TO BE A PART OF IT ALL! I can't wait to see you there!

Donna Shugart-Bethune



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Donna Shugart-Bethune, Executive Director: donna@dpc-i.net

2016 Committees and Chairpersons

<u>Standing Committees</u>	<u>Chairperson</u>	<u>Special Committees</u>	<u>Chairperson</u>
By Laws	Home Office	Registered Pet Funeral Director/ Certified Pet Cremator Operator.....	Keith Shugart, Robert Erdman
Budget	Debra Bjorling	Pet Bereavement Specialist Certification.....	Debra Bjorling
Editorial & Publication.....	Angie Hansen	Annual Conference.....	Donna Shugart- Bethune
Continuing Education	Steve Woods	National Marketing/Promotion	Debra Bjorling
Ethics.....	Co-Chairs Keith Shugart Steve Woods	Industry Council/Supplier Liaison	Robert Blosser
Standards	Co-Chairs Keith Shugart Steve Woods	Scholarship Fund.....	Steve Woods
Nominating	Past Presidents of the IAOPCC	Media / Public Relations	Home Office

Become involved in your association!

If you would like to be on any of the committees listed above, please contact the chairperson in charge of the committee or contact the Home Office at:

1-800-952-5541 or email info@iaopc.com

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Humans buried with pets? NY may soon allow it

ALBANY – New York lawmakers this week approved a measure allowing people to be buried with their beloved pets. The state Assembly voted Wednesday in favor of a bill to allow human cemeteries to grant permission for people to be buried with the cremated remains of their pet.

The Senate voted unanimously for the bill in March. If signed by Gov. Andrew Cuomo, the burial of pet and human remains would have to happen at the same time, and the cemetery would have to approve.

“Increasingly, cemetery organizations are being approached by their lot owners to allow for the interment of cremated pet remains in their non-religious cemeteries,” according to a memo attached to the bill.

The bill wouldn’t apply to religious cemeteries.

Only “domestic animals” that have been “adapted or tamed to live in intimate association with people” and have been cremated at a pet crematorium would be eligible for burial with their owners,” according to the legislation.

The bill is sponsored by Sen. Michael Ranzenhofer, R-Amherst, Erie County, and Assemblyman James Brennan, D-Brooklyn. ■

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2016 Continuing Education Classes.....

Below is a listing of the Continuing Education Classes that will be offered prior to and during our 2016 Conference in New York! Take advantage of our discount pricing*. Choose 2 or more classes in any combination and receive a \$50 discount per class. Come a day early and earn certifications for you and your staff. Complete this important **accreditation requirement** by being there!

**Note: Discount applied after full payment of first class. Excludes Certified Pet Crematory Operator Program. Attendees must be from same company.*

PET BEREAVEMENT SPECIALIST CERTIFICATION (PBSC) LEVEL I

– Approved for 4 hours of CE credit –

The most intensive Pet Bereavement Certification program in our industry! This course will provide you with specific tools and information necessary for you to guide your clients through the grieving process.

This course will raise your awareness and communication skills to effectively recognize and deal with:

- Clients experiencing Complicated Grief
- What to say / What not to say
- Defusing the Agitated Client
- Children and Grief
- Compassion Fatigue, its causes, symptoms, and effect on the workplace

Facilitated by noted Pet Loss Bereavement Expert and Lecturer, Dr. Susan P. Cohen, DSW, along with other experienced and top professionals in the pet aftercare industry.

REGISTERED PET FUNERAL DIRECTOR CERTIFICATION (RPFD)

– Approved for 2 hours of CE credit –

Two of our industry's most experienced Pet Funeral Directors will be providing valuable knowledge regarding:

- Handling and Prepping of pets
- Pet Funerals & Burials
- Spiritual & Interfaith Aspect of Pet Burial and Cremation Services – Understanding various cultures, practices, and beliefs, whether it be for burial or cremation services
- Difficult Cases for Viewing
- Pets, Pet Parents, and Spirituality – Designing Spiritual Services for Pet Parents
- Services for K-9 Officers – What You Must Know!
- Merchandising & Sales – How to upsell every time!
- Facilitated by industry experts



PET BEREAVEMENT SPECIALIST CERTIFICATION – COMPLICATED GRIEF & COMPASSION FATIGUE (PBSC) LEVEL III

– Approved for 2 hours of CE credit –

The Level 3 Pet Bereavement Compassion Fatigue Certification program will build upon and expand knowledge learned in Level 1 & 2. This class will include handling difficult cases and complicated grief in others. Providing real life situations and role playing will give you experience, advice and guidance as you navigate complicated grief in clients. Extensive time will be spent on Compassion Fatigue for yourself and your employees – what it is, how to recognize it, its effects, and the necessary steps to prevent it from happening to you! PBSC Level 1 is required prior to taking this class.

Facilitated by noted Pet Loss Bereavement Expert and Lecturer, Dr. Susan P. Cohen, DSW, along with other experienced and top professionals in the pet aftercare industry.



*Presented in
partnership with
CANNA at our
45th Annual
Conference*

Thursday, September 22 • 8:00 am – 4:00 pm

**NEW
THIS
YEAR!**

ARE YOU CANNA/IAOPCC CERTIFIED?

The Certified Pet Crematory Operator Program (CPCO), a collaboration between the International Association of Pet Cemeteries and Crematories and the Cremation Association of North America, is designed to ensure that you and your employees have the most current crematory operations training available in the market today. Participation in the CANNA/IAOPCC CPCO Program assures the public that you are committed to safe pet cremation practices and that the utmost respect and care is a priority.

You will gain extensive knowledge – technical, scientific, and legal—all of which is proactive prevention for future business problems. The classroom component will address major topic areas such as an overview of the pet cremation process, equipment and operations, the cremation process in detail, and standards and ethics. The final exam will also be administered online. The course is taught using small group activities, case studies, videos, whole class discussions and lecture. A detailed manual is also provided for use during class and serves as an important reference tool after returning to work.

Taught by industry experts, this program provides pet loss and cremation professionals of all backgrounds and levels of experience a thorough knowledge of the practices and procedures that will help reduce the risk of litigation.



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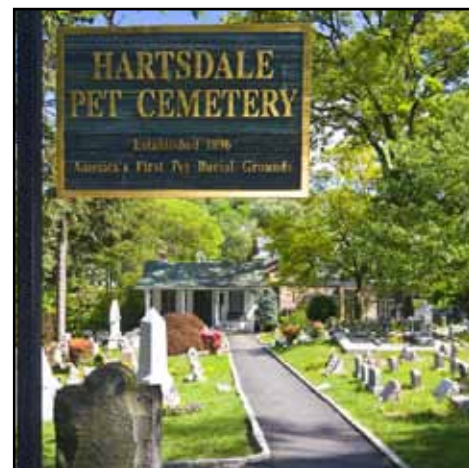
SCOTT HUNTER
Advisory Council

A Tour of Hartsdale Pet Cemetery

America's First Pet Burial Grounds ... and Our Hosts for the 2016 IAOPCC Conference

THE FIRST PET CEMETERY IN THE UNITED STATES

The Hartsdale Canine Cemetery, Inc. was founded by Samuel Johnson, a veterinarian. It so happened that Dr. Johnson had arranged for himself a style of life common to many people today – he worked in New York City where he maintained a flourishing practice, and he had a retreat in the country in the middle of an apple orchard in the hamlet of Hartsdale, in the town of Greenburgh, Westchester County, New York.



Besides his private practice, Dr. Johnson was Professor of Veterinary Surgery at New York University, and served as the first official veterinarian of the State of New York. He was also a pioneer in the field of animal welfare and was instrumental in founding the American Society for the Prevention of Cruelty to Animals (ASPCA). Despite the doctor's highly successful career, today he is most remembered for something he had never really planned: the first – and finest – pet cemetery in the United States.

One day in 1896, a distressed client of Dr. Johnson's paid a call to his office with an urgent problem. Her dog had just died and she wanted to give it a proper burial; but there was no way for this to be accomplished legally in the city of New York.

The woman had contemplated trying to find a vacant piece of ground in which to bury the dog, but this would have involved a great deal of subterfuge even if it had not been against health department laws. And besides, the land would most surely have been built on sooner or later, for the concrete and steel metropolis was burgeoning in all directions. After considering the problem, the compassionate doctor came up with a solution. If the woman wanted to make the trip up to Hartsdale, he would be pleased to allow her to bury the animal in his apple orchard. The distraught woman gratefully accepted, and made the sad journey to the little hamlet in Westchester.

While the woman's name has been lost in the mists of time, and there are no records of the burial and no stone marks its location, we can be certain that her pet is still safe somewhere in the Peaceable Kingdom.

This burial was not intended to be the beginning of a pet cemetery, but a short time later Dr. Johnson innocently gave impetus to the idea. One day, while having lunch with a reporter friend, the doctor casually told the story of the woman's plight and the dog's burial. Within a few days, much to Dr. Johnson's surprise, the story appeared in print. And to his further surprise, he soon found himself being contacted by many people who were looking for a place to bury their beloved pets. It was almost as if he had found a cure for a dreaded disease; this was something people



deeply wanted and needed – and greeted with great relief. Before long, Dr. Johnson had set aside a three-acre section of the apple orchard and it began to take the look of a cemetery, dotted with markers and flower arrangements identifying the graves of pets.

By 1905, Dr. Johnson's orchard had gained enough recognition to be written about in *The New York Times*. On September 3 of that year a feature story appeared in the paper under the headline "A Canine Cemetery of Three Acres in Which Scores of Pets Are Interred – Hundred of Dollars Spent on Graves by Their Sorrowing Owners."

This article spoke of dogs being "laid away with deepest regret and strong affection." It also reported that, while the cemetery had started with the burial of dogs, and indeed had – and still has – the word "canine" as part of its name, it was actually open to cats and other animals.

On May 14, 1914, Dr. Johnson – to the great relief of those who had pets at Hartsdale – incorporated the Hartsdale Canine Cemetery. Until that time there were no guarantees that the cemetery would remain in existence, and whatever attention the graves got depended upon each individual owner.



Incorporation meant that burial deeds were issued and perpetual care and the services of a full-time caretaker were provided. It meant that the land would be protected forever as a resting place for the nearly one thousand pets already there, and for the thousands that would join them in the future.

Today, over a century later, this beautiful hillside location, known as The Peaceable Kingdom, is the final resting place for

nearly 70,000 pets including dogs, cats, birds, rabbits and even a lion cub. And although some of the world's most renowned people – from Diana Ross and Mariah Carey to the late Robert Merrill and Kate Smith – have their pets buried at the Hartsdale Pet Cemetery – pet lovers from every station of life have had pets buried and cremated here, too. The common thread is that all were special and loved. Generations of pet owners have embraced these pet animals and made them part of their families. ■

Special Event for 2016!

During the 2016 Conference, we are burying a Time Capsule at the Hartsdale Cemetery! We are asking IAOPCC members to bring something small to put in the time capsule:

Here is a list of ideas:

- Pictures of cemeteries and crematories
- News clippings and articles of members
- Flyers about products
- Small sample urns and/or products



Location of our time capsule





CHRIS FARMER

As the former General Counsel of the Cremation Association of North America (CANA), and founder of The Farmer Firm, Chris Farmer is experienced in Funeral and Cemetery Law, Labor and Employment, as well as Commercial and General Litigation. He has advised, counseled and drafted policies & procedures for human and pet funeral homes and cemeteries across the nation. As a much sought after lecturer, join us as Chris presents “Reducing the Risky in Your Business”. Providing valuable tools you can use, Chris will present ways to analyze your business and the crematories you use and start implementing changes to help reduce the chance of errors thereby reducing your risks. You will be able to use examples from your own business and apply information gained in this session to ensure that you are not making the same mistakes that have impacted other businesses, including the essential areas of policies and procedures; documentation and forms; training; oversight and due diligence.

BOB JENKINS

Bob Jenkins is the co-founder and president of Verde Products, Inc., Wildwood, MO. A company dedicated to the development of sustainable burial and cremation alternatives, Let Your Love Grow, is a product that is eco-friendly and converts ash from harmful to life-giving. A graduate of Kentucky School of Mortuary Science, Bob has over 37 years of experience in funeral service. In that time he’s done everything from managing funeral homes, crematories and cemetery properties to building sales territories and managing sales teams for two nationally recognized funeral service companies. Bob has consulted with many cemeteries and funeral homes in both the pet and human markets throughout the U.S. to instruct staff on presentation and education of products and services to help consumers make an informed decision during this difficult task they have been faced with. Bob will show us the importance of “Reaching Your Families Past, Present, and Future”. Join us as we learn how to continually connect with the pet loss families that didn’t make an urn purchase. Discover innovative ways to educate the families you served past, present, and future while learning new merchandising concepts for your products and services in brick and mortar as well as social media outlets.





SUSAN PHILLIPS COHEN, DSW

Be sure to join us this year for our Pet Bereavement Specialist Certification Classes with Dr. Susan P. Cohen!

An expert in her field since 1982, Dr. Cohen has helped pet lovers make decisions about the illness of their pets. She is credited for developing the first-ever Pet Loss Support Group and originated many training programs for workers in the veterinary and social service fields. Dr.

Cohen has written several book chapters and scholarly articles on social work, veterinary practice, and the human-animal bond. Her most recent chapter is "Loss of a Therapy Animal" in Aubrey Fine's, "Handbook on Animal-Assisted Therapy, Fourth Edition: Foundations and Guidelines for Animal-Assisted Interventions," 2015.

In addition to her vast work, Dr. Cohen lectures widely to veterinary colleges and conferences, colleges of social work, veterinary technician programs, and human health groups on communication, pet loss and bereavement, human-animal interaction, client relations, compassion fatigue, and career development. She is Chairperson of SWAHAB (Social Workers Advancing the Human-Animal Bond), the first such committee of the National Association of Social Workers. Her work has been featured in *The New York Times*, *The Wall Street Journal*, *The New Yorker*, and *Smithsonian Magazine*. In addition, she has made numerous television and radio addresses nationwide, including "The Today Show," "20-20," and "The Oprah Winfrey Show."

To learn more, visit her website at: www.petdecisions.com

TRAVEL TO 2016 IAOPCC CONFERENCE

**Tarrytown House Estate & Conference Center in
Tarrytown, New York**

**IMPORTANT
TRAVEL
INFO!**

- The best & most economical flights will be into JFK or LaGuardia Airports
- There is a smaller airport in Westchester, however, you can expect to pay much more for the flight
- It is best to make reservations with a Car Service to get from JFK or LaGuardia to the Conference Center. Depending on which airport you are arriving to and the Car Service you choose, the cost will run between \$80.00 - \$150.00 as it is a 45 minute ride to the Conference Center. A taxi will cost you much more.

Recommended Car Services:

- ✓ MTC Limousine & Coach Service: 1-800-682-1112
- ✓ Elegant Coach Service: 914-332-0550 *** Most Economical ***

Welcome to your News & Views Resource Section. Our goal is to provide a list of resources that you can draw from to provide to your staff and clients for educational and informational services. If you have a resource that you would like to submit for consideration, please email the home office info@iaopc.com.

Educational Classes

(Offered by The IAOPCC – International Association of Pet Cemeteries and Crematories)

- Certified Pet Crematory Operator (CPCO)
- Registered Pet Funeral Director (RPFD)
- Pet Bereavement Specialist Certification (PBSC) – Levels I, II & III

Equine Burial/Cremation Providers

ARIZONA

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Kansas City, MO 64152
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MONTANA

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NEVADA

Craig Road Pet Cemetery
7450 W Craig Road
Las Vegas, NV 89129
702-645-1112

NEW JERSEY

Abbey Glen Pet Memorial Park – NJ
187 Route 94
Lafayette, NJ 07848
973-579-2171

NEW MEXICO

Albuquerque Pet Memorial Services
134 Mountain Park Place NW, Suite A
Albuquerque, NM 87114
505-550-4793

OKLAHOMA

Precious Pets Cemetery
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PENNSYLVANIA

Abbey Glen Pet Memorial Park – PA
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Quakertown, PA 18951
215-538-9283

TENNESSEE

Faithful Friends Pet Memorial
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WASHINGTON

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Poynette, WI 53955
608-635-7270

*Do you have used equipment you want to advertise here?
Email the Home Office at info@iaopc.com and we will place it in our next issue.*

Children's Pet Loss Books

- Marilyn George – *Helping Children Through Pet Loss* and *Color the Rainbow Bridge*.
- Harold Ivan Smith – *When a Child You Love is Grieving* (2005)
- Marty Tousley – *Children and Pet Loss: A Guide for Helping* (1996)
- Cheri Ross Barton – *Pet Loss and Children: Establishing a Healthy Foundation* (2005)
- Brown, Margaret Wise – *The Dead Bird* (A group of children find a dead bird) (1965)
- Buscaglia, Leo – *The Fall of Freddie the Leaf* (explores the cycles of nature) (1982)
- Cardecia, Kimberly A. – *Your Heart When Your Animal Friend is Gone: A Children's Pet Bereavement Workbook*. Bree's Gift Publishing, Howell, MI (2004)
- Cochran, B. & Andreasen, D. – *The Forever Dog*. Harper Collins. (2007)
- Fox, M. – *Tough Boris*: (a pirate captain copes with the death of his parrot) (1994)
- Harris RT, Jan Ormerod (Illustrator) *Goodbye Mousie Margaret K. McElderry* (2001)
- Rogers, Fred (Mr. Rogers) – *When a Pet Dies* (1988)
- Rylant, C. – *Dog Heaven*. Blue Sky Press (1995)
- Rylant, C. – *Cat Heaven*. Blue Sky Press (1997)
- Sanford, D. – *It Must Hurt a Lot: A Child's Book About Death*. Multnomah Press. (1986)
- Varley, Susan – *Badger's Parting Gift* (beautifully illustrated story about the loss of a good friend) (1984)
- Viorst, J. – *The Tenth Good Thing About Barney*. New York: Alladin (famous story about a family coping with the death of the family cat) (1987)

Pet Loss Books

- Betty J. Carmack – *Grieving the Death of a Pet* (2003)
- Wallace Sife – *The Loss of a Pet* (2005)
- Cynthia Rylant – *Dog Heaven* (1995)
- Moira Anderson Allen – *Coping with Sorrow on the Loss of Your Pet* (2007)
- Gary Kowalski – *Goodbye, Friend: Healing Wisdom for Anyone Who Has Ever Lost a Pet* (2012)
- Christine Davis – *For Every Dog an Angel* (2004)
- Alan D. Wolfelt, PhD – *When Your Pet Dies: A Guide to Mourning, Remembering and Healing* (2004)
- Niki Behriks Shanahan – *The Rainbow Bridge: Pet Loss Is Heaven's Gain* (2007)
- Sid Korpi – *Good Grief: Finding Peace After Pet Loss – Personal and Professional Insights on the Animal Lover's Unique Grieving* (2009)
- Allen Anderson & Linda Anderson – *Saying Goodbye to Your Angel Animals: Finding Comfort after Losing Your Pet* (2008)
- Robin Jean Brown – *How to ROAR: Pet Loss Grief Recovery* (2005)
- Warren Hanson – *Paw Prints in the Stars: A Farewell and Journal for a Beloved Pet* (2008)

Toll Free Pet Loss Hotlines

- www.aplb.org (Chatroom)

Pet Blogs

Pet360.com

www.petloss.com

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SARASOTA PET CREMATORY

An Interview with Scott & Priscilla Myers ...

N&V: *When did you begin serving pet parents?*

SPC: We began serving the community with pet cremation December 2011.

N&V: *Why was it important to you to pursue Accreditation with the IAOPCC?*

SPC: After looking into accreditation, we realized there was very little regulation in the pet cremation industry, and accreditation would allow us to excel in our services we offer and provide within the pet aftercare market. We knew of no other pet cremation operations on the West coast of Florida and with accreditation, we could inform the community and veterinarians that we adhere to strict policies and procedures in order to better serve them.

N&V: *What did you find most difficult during the review of your processes?*

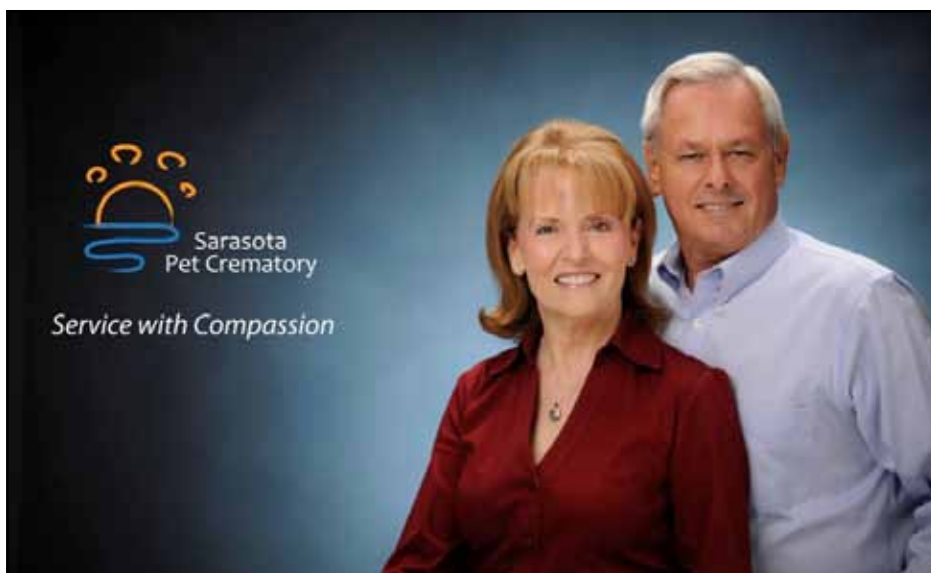
SPC: We have myself and my wife, Priscilla, running and operating the business and we determined that we needed to take the time to come up with a written protocol that could be used as our business grows and we hire new employees.

N&V: *Can you give me one or two examples of a change in your procedure that resulted from your Accreditation review?*

SPC: We added an additional cross check of all paperwork and verification with regard to the pet, pet owner, identification tags, weights and post cremation weight and logs with regard to procedures.

N&V: *What were some other benefits that resulted from the Accreditation process?*

SPC: I believe it has added a renewed confidence in our business especially when talking with a pet owner and pet clinic. It also gives reassurance to the pet owner and the veterinarians we service that we take pride in our accomplishment, which in turn benefits them.



Scott & Priscilla Myers

2016 Conference Agenda

IAOPCC 45th Annual Conference TARRYTOWN HOUSE ESTATE & CONVENTION CENTER September 22nd – 24th, 2016

AGENDA

Thursday, September 22

Continuing Education Classes Begin (1-Day Prior to Conference)



8:00am – 4:30pm	Certified Pet Crematory Operator Program (CPCO) Meeting in Mary Duke Ballroom B – Includes Breakfast & Lunch 6 CEUs
9:00am – 1:00pm	Pet Bereavement Specialist Certification (PBSC) – Level 1 Meeting in Mary Duke Ballroom A – Includes Breakfast & Lunch 4 CEUs
2:00 – 5:00pm	Suppliers May Begin Setting up in Exhibit Hall – Mary Duke Ballroom A
3:15pm	Welcome Suppliers – Meet & Greet with Suppliers & Board of Directors Meeting in Mary Duke Ballroom A
3:00 – 5:00pm	Registration Table Opens – Pick Up Your Packets – Outside Mary Duke Ballroom
6:00 – 8:00pm	45th Annual Welcome Reception – The King House

Friday, September 23

2016 Conference Opens

8:00am 8:00 – 9:00am	45th Annual Conference Opens – Mary Duke Ballroom B Breakfast & Visit with Suppliers
9:00 – 10:00am	Opening of the 45th Annual Conference Prayer and Introduction of President by Treasurer, Debby Bjorling Address to Members by President Angie Hansen Recognition of Our Sponsors Home Office Report Board of Directors & Committee Reports Presentation of Awards to Approved Accredited Facilities
10:00 – 10:30am	Break & Visit with Suppliers
10:30 – 12:00pm	Round Tables with Members – Choose 3 of 4 – Covering Important Topics including: • Marketing Your Business to Increase Your Profits – Creating business opportunities through A Family Cremation Garden! • Breaking Down the Barriers In the Veterinary Profession – Designing Programs to Reach the Veterinarian • Outsmarting the Competition! • Member's Choice – <i>Email your questions for discussion to the home office at info@iaopc.com</i>

12:00 – 1:00pm	Lunch & Visit with Suppliers	
1:00 – 3:00pm	Keynote Speaker – “Protecting Your Business – Reducing the Risky in Your Business” with Chris Farmer, Founder of The Farmer Firm & Death Care Industry Expert	
3:00 – 3:30pm	Break & Visit with Suppliers	
3:00 – 5:00pm	Breakout Session Begins – Choose One • “Reaching Families Past, Present and Future” with Bob Jenkins • Accreditation Workshop – Earn your CEUs Here! (1 CEU) - o Members will work directly with Standards Committee Rep - o Sign Up Times Required – Bring Your Workbooks!	
5:00pm	President Angie Hansen closes meeting for the day	
6:00 – 10:00 pm	OUR OFF-SITE EVENT! MEET IN LOBBY TO BOARD OUR BUSES AS WE HEAD INTO NEW YORK CITY! Join us as we dine at The Pulse Restaurant atop Rockefeller Center enjoying the beautiful views of New York City. Following dinner, we will experience a once in a lifetime event as we take a private tour of the Top of the Rock. This is included in your registration fee/	

Saturday, September 24

8:00am 8:00am – 8:30am	45th Annual Conference Opens -- Mary Duke Ballroom B Breakfast & Visit with Suppliers
8:30am	Conference resumes with Opening Remarks by President Angie Hansen
8:30 – 10:30am	Breakout Session Begins – Choose One • LIVE Panel Discussion With Industry Experts – Mary Duke Ballroom B - o Advice for Everyday Operations - o Human Remains Burial – The Market Trends and Your Rights - o IT Concerns – Protecting Yourself in the Cloud • Registered Pet Funeral Director (RPFDD) Certification – Earn your CEUs Here! (2 CEU) <i>Must be pre-registered for this class.</i>
10:30 – 10:45am	Break & Visit with Suppliers
10:30 – 12:30pm	NEW CEU Class! Pet Bereavement Specialist Certification (PBSC) – Level 3 – Earn your CEUs Here! (2 CEU) <i>Must be pre-registered for this class.</i> Last chance to visit with suppliers
12:30 – 1:30pm	Lunch & Closing Remarks -- President Angie Hansen
2:00 - 4:00pm	Meet in lobby to board buses for our tour of the historic and nationally recognized Hartsdale Pet Cemetery & Crematory, courtesy of the Martin family
4:30pm	Arrive back at the hotel

Please note, agenda is tentative and is subject to change

2016 Conference Registration Forms

REGISTRATION FORM

EASY REGISTRATION: Return this registration form by fax, mail, OR register online at www.iaopc.com/professionals/conference

NAME _____	EMAIL ADDRESS (required to receive registration confirmation) _____
COMPANY NAME _____	PRIMARY PHONE _____
STREET ADDRESS _____	CITY/STATE/ZIP/COUNTRY _____
EMERGENCY CONTACT NAME/NUMBER _____	FOOD ALLERGIES/ADA ACCOMODATION _____

IMPORTANT INFORMATION

- Registration fees listed are per person. **Please submit one form per person.**
- Continuing Education Classes are IN ADDITION to General Conference Fees.
- If attending Saturday Continuing Education Classes, General Conference Registration is **REQUIRED**.
- There is a \$20.00 Transportation Fee per person attending the NYC OFF-SITE EVENT.
- Hotel Reservation link is available at www.iaopc.com. Click on the Trade Professionals and Conference tabs.
- Reserve your hotel room by August 28 to secure \$199.00 rate per night! * AVAILABILITY IS LIMITED – BOOK EARLY!

CONFERENCE REGISTRATION

GENERAL CONFERENCE REGISTRATION

	By Sept 1	After Sept 1	Total Cost
Regular and Affiliate Members	\$579.00	\$679.00	_____
Non-Members	\$879.00	\$979.00	_____
Social Events Only	\$349.00	\$449.00	_____

CONTINUING EDUCATION CLASSES (additional sessions)

Thursday, September 22

- NEW! Certified Pet Crematory Operator Program (CPCO): 6 CEU**
WITH CANA CERTIFICATION
- Pet Bereavement Specialist Certification (PBSC) Level 1: 4 CEU**



\$395.00	_____
\$295.00	_____

Saturday, September 24 (General Conference Registration Required)

- Registered Pet Funeral Director (RPF): 2 CEU**
- NEW! Pet Bereavement Specialist Certification (PBSC) Level 3: 2 CEU**

\$295.00	_____
\$295.00	_____

DISCOUNT for Two or More Classes:

If you choose more than one class, a \$50 discount will be applied to each additional class.

\$-50.00	_____
----------	-------

OFF-SITE EVENT

- Transportation Fee to NYC \$ 20.00 _____

PAYMENT INFORMATION

IAOPCC Federal Tax ID: 36-3015074

☐ CHECK (will be mailed) CREDIT CARD: ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

CARD NUMBER _____ EXP. _____ GRAND TOTAL \$ _____

CARDHOLDER NAME _____ SIGNATURE _____

Checks are payable to "IAOPCC." Payments must be drawn in US funds.

390 Amwell Road, Suite 402, Hillsborough, NJ 08844

Phone: (800) 952-5541 Fax: (908) 450-1398



IAOPCC 45th Annual Conference September 22nd – 24th, 2016

SUPPLIER SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR – \$2000

Sponsor One Event (*Check One*): ☐ WELCOME RECEPTION or ☐ TOP OF THE ROCK EVENT

Sponsorship Includes:

- Announcement as Sponsor including a brief infomercial of products and services offered
- Signage Displayed at Event and throughout Conference as Sponsor
- Special Plaque Recognition During Conference
- FULL-Page Ad Placed in Conference Program
- Recognition in *News & Views* as Platinum Sponsor
- List of attending members 2 weeks prior to conference – only sponsors will receive this list

GOLD SPONSOR – \$1750

Sponsor of Speakers / Break Out Sessions (*Check One*): ☐ Friday Speakers or ☐ Saturday Speakers

Sponsorship Includes:

- Signage Displayed for the day at Conference as Sponsor
- Special Plaque Recognition During Conference
- HALF-Page Ad Placed in Conference Program
- Recognition in *News & Views* as Gold Sponsor!
- List of attending members 2 weeks prior to conference – only sponsors will receive this list

SILVER SPONSOR – \$1,250

Sponsor One Coffee Break (*Check One*): ☐ Friday Coffee Break or ☐ Saturday Coffee Break

Sponsorship Includes:

- Signage Displayed at Coffee Break as Sponsor
- QUARTER-Page Ad Placed in Conference Program
- Recognition in *News & Views* as Silver Sponsor
- List of attending members 2 weeks prior to conference – only sponsors will receive this list

PROMOTIONAL INSERT – \$500

Materials must be provided to the Home Office two weeks prior to the conference.

I would like to SPONSOR the above marked opportunities:

Company Name: _____

Contact Person: _____ Phone: _____

PAYMENT:

☐ Check (*Please make payable to IAOPCC*)

☐ Credit Card (*circle one*) MasterCard VISA Discover AmEx

Name as it appears on the credit card: _____

Credit Card No.: _____ Exp. Date: _____ Code: _____

Return form with payment to: IAOPCC, 390 Amwell Road, Suite 402, Hillsborough, NJ 08844
or fax to: 908-450-1398

Questions? Call 1-800-952-5541 or Email: info@iaopc.com

IAOPCC 45th Annual Conference Exhibitor Form

September 22-24, 2016

Tarrytown House Estate & Conference Center
49 East Sunnyside Lane, Tarrytown, NY 10591

Company Information

Company Name (as it should appear in printed materials): _____

Primary Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: (____) _____

Email: _____

Packages (Your booth space includes a 10' x 10' area with one 8-foot draped table for display, and two chairs.)

Please select one:

☐ **Package I** - \$949.00 (Includes 1 badge with conference registration and exhibit booth)

☐ **Package II** - \$1450.00 (Includes 2 badges with conference registration and exhibit booth)

Exhibitor Badge Information: If known, please enter the names of your exhibit booth personnel below:

Exhibitor 1: _____ Exhibitor 3: _____

Exhibitor 2: _____

Additional Items

Second Table, Same Company: \$150.00 per table Quantity: _____

Additional Exhibitor Badge: \$499.00 per badge Quantity: _____

Booth Requests*:

1st Choice _____ 2nd Choice _____ 3rd Choice _____

***All tables are assigned on a first come first served basis.**

Payment

Total Registration Fee: \$ _____

Additional Items: \$ _____

TOTAL DUE TO IAOPCC: \$ _____

Payment Type (please select one):

☐ Check - Please make checks payable to "IAOPCC", and mail to: IAOPCC, 390 Amwell Road, Suite 402, Hillsborough, NJ 08844

IAOPCC Federal Tax ID: 36-3015074

Payment is due in full at time of registration.

Credit Card: ☐ American Express ☐ Visa ☐ MasterCard ☐ Discover

Card Number: _____ Exp. Date _____

Cardholder's Name: _____ Signature: _____

Please return the registration form to Kathleen Schaab via fax or email.

Fax: (908) 450-1398 • Email: info@iaopc.com

International Association of Pet Cemeteries and Crematories (IAOPCC)

390 Amwell Road, Suite 402

Hillsborough, NJ 08844

www.iaopc.com

IAOPCC Board Member, Debra Bjorling and her staff of Hamilton Pet Meadow, Hamilton, New Jersey, recently visited our members “across the pond” in France!



“Thank you Antoine and Sophie, for being our most gracious hosts. We learned so much at our visit to Nîmes, Incinériss’ newest facility. France was more beautiful than I imagined!”

— Debra Bjorling, Board Member



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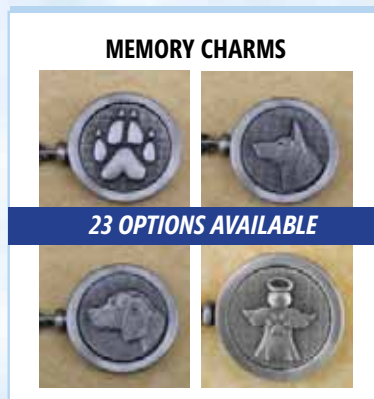
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Time Off for a New Pet?

New research has shown that 20% of people actually request time off from their workplace when they get a new pet. This comes from a survey from pet insurance provider, Petplan. They also found that 5% of new pet owners in the UK have actually been offered time off work by their employers when they get a new pet. The first major company to introduce this policy was Mars Petcare, producers of many name brand chocolates, drinks and pet food which you'll recognize. They allow employees 10 hours paid leave when they get a new pet and even the chance to bring their pet into work so their owner isn't under and stress or worry in the workplace. Similar to how paternity and maternity leaves work, the workers are given time off separate from any holiday allowance they have. Many see this as "barking mad" but many pets need to be trained or socialized in the early stages of their lives and develop a bond with their owners. It also is helpful for any vet appointments you may need to make with young animals. *(reprinted from Natural HR.com, April 2016)*



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Are You Ready to Become Accredited? *Be the FIRST in Your Area!*

What is Accreditation?

In September 2014, the IAOPCC announced an historical first within the Pet Aftercare Industry with the introduction of the IAOPCC Accreditation Program. The IAOPCC Accreditation Program is the first and only Accredited Program with published and recommended procedures for every step of the pet cremation process. Following nearly five years of study and research, these Accreditation standards, processes, and program of inspections were copyrighted and rolled out in January of 2014 across the United States, Canada, and worldwide to its Members.

The development of the IAOPCC Accreditation program began in 2009 with a committed group of pet aftercare professionals dedicated to identifying and promoting standards of quality care and procedures within the industry. The formation of the Standards Committee, guided by charter Chairman, Scott Hunter of Gateway Pet Memorial and Sub-Committee Chairman, Richard Hobart of Veterinary Referral Cremation Services, met monthly for more than five years to develop the rigorous evaluations and standards in place today. This committed group of experts created core industry standards designed to continue raising the bar of excellence in pet aftercare. We are indebted to the exorbitant giving of their time, talents, and expertise to continue paving the way of our evolving industry. More than 120 years experience in the industry is represented among your IAOPCC Standards Sub-Committee.

Original charter members of the Standards Sub-Committee spanned the globe and include:

- Board of Director, Scott Hunter of Gateway Pet Memorial of Guelph, Canada
- Richard Hobart of Veterinary Referral Cremation Services of Pembroke, Canada
- Keith Shugart of Deceased Pet Care Funeral Homes of Atlanta, Georgia
- Steve Woods of A Beloved Friends Pet Crematory of Reno, Nevada
- Steven Hellus of White Rose Pet Memorial Services of Brattleboro, Vermont
- Frank Nash of Rose Lawn Pet Cemetery of Pueblo, Colorado

- Kevin Woronchek of Until We Meet Again of British Columbia
- Dennis Mastny of Craig Road Pet Cemetery & Crematory of Las Vegas, Nevada

Why Accreditation?

Under the IAOPCC Accreditation program, Members are subject to a rigorous examination and evaluation of their services and operations. Members who achieve Accreditation through the IAOPCC have set their practices and standards at the highest level in the pet aftercare industry. Through this Program, pet crematories can now self-evaluate their facilities against a pool of more than 240 standards that represent the best practices in pet cremation care and pet crematory management. Our international Standards Committee continually updates the Accreditation standards to reflect the latest developments and improvements in pet aftercare, pet cremation techniques, records, cleanliness, staff and client safety, and a host of other areas essential to excellent pet and client care.

Why do IAOPCC Members choose to become Accredited?

- Have challenging benchmarks to reach
- Improve procedures, processes, and overall operations
- Enhance credibility with their community, peers and clients
- Inspire pride among staff members
- Encourage leadership development
- Have their achievements recognized

Being IAOPCC-Accredited allows YOU to demonstrate to your community and your clients your ongoing commitment to excellence!

Get Started Today!

As a fully operational Pet Cemetery/Crematory facility, IAOPCC Members can request the IAOPCC Accreditation Workbook from the Home Office today! The cost of the Accreditation Workbook is \$50.00. Once you have received your Accreditation Workbook, you will begin the process by going through each section and scoring each item, allowing you to identify areas in which you excel at, and those areas in which you need to make

improvements, and/or adjustments. Self-examination is a process and it may take months to complete all items in the Workbook.

Upon completion of the Accreditation Workbook, you will send your completed original Workbook into the Home Office along with your fee of \$250.00 for review. A member of the Standards Committee will review the workbook and documentation. There may be some dialog, questions and or suggestions, between you and the reviewer.

With a satisfactory review, your facility can become Accredited!

Request your Accreditation Workbook today by mailing the Accreditation Workbook Request Form (see below), or by emailing the Home Office at: info@iaopc.com

IAOPCC SELF-ACCREDITATION WORKBOOK REQUEST FORM

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Phone: _____

PAYMENT REQUIRED: \$50.00 for Workbook Only*

☐ Check (Please make payable to IAOPCC)

☐ Credit Card (circle one) MASTERCARD VISA DISCOVER AmEx

Name as it appears on the credit card: _____

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*Note: Must be a current Member of the IAOPCC to receive Accreditation Workbook



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2016 News & Views Advertising Rates

All full size ads are offered in FULL COLOR at NO ADDITIONAL COST except where noted.

Size of Ad	Width x Height of ad	Color/ Black & White	Number of Issues	Cost
Full Page Ad	7 5/8" x 10 7/8"	Color	4 Issues	\$1,450.00
Half Page Ad – Horizontal	8.25" x 5.25"	Color	4 Issues	\$1,050.00
Half Page Ad – Vertical	4.75" x 10.5"	Color	4 Issues	\$1,050.00
Quarter Page Ad	4" x 5"	Color	4 Issues	\$725.00
Quarter Column Ad	2.25" x 7"	Color	4 Issues	\$825.00
Separate Insert	8.5" x 11"	Black and white	1 Issue	\$750.00
Separate Insert	8.5" x 11"	Color	1 Issue	\$950.00
Separate Insert	8.5" x 11"	Black and white	4 Issues	\$1,300.00
Separate Insert	8.5" x 11"	Color	4 Issues	\$1,900.00
Box Ad	4" x 5"	Black and white	4 Issues	\$500.00
Box Ad Jr.	2" x 2"	Black and white	4 Issues	\$300.00
Market Box	1" x 3"	Black and white	1 Issue	\$75.00
Market Box	1" x 3"	Black and white	4 issues	\$275.00

Advertising Instructions – How to Submit Your Ad

You may submit your ad by email to: info@iaopc.com. Ads must be in a high resolution PDF format. If you have any questions regarding our Advertising Options or you would like to place an ad, please call the Home Office at 800-952-5541.