

Policy 1.0: Ends Policies

The purpose of the ABKA is to have positive conditions for the business success of its Members, while maintaining membership dues at a level consistent with similar trade associations.

1. Enhanced demand for ABKA Members' services.
 - A. ABKA Member facilities have international recognition as providers of superior pet care among pet owners and pet industry professionals.
 - B. The pet care industry has awareness of ABKA's existence and services.
 - C. Pet industry members have, at their industry events, interaction with, and the opportunity to learn about, ABKA
 - D. Customers of ABKA Members are dealing with businesses who have committed to a comprehensive code of ethics regarding pet care and thus have recourse in the event of concerns.
 - E. Customers are confident that their pets are safe and happy at boarding facilities operated by ABKA Members.
 - F. ABKA service providers will be selected by pet owners because they regard ABKA Member Facilities as providing superior services.
 - G. Pet owners and members of other pet industry groups regard ABKA Member Facilities as providing superior services and having superior stature and more credibility than non-member facilities.
 - H. The ABKA logo is a symbol of excellence.
 - I. ABKA awards, certifications, and accreditations are valued by people who have pets.
2. The knowledge, skills, and business benefits to operate high quality, safe, profitable businesses at a cost sufficient to maintain profitability for ABKA programs and provide affordable value to participants.
 - A. Pet Care skills for ABKA Members: ABKA education program enrollees may become certified by taking the test in their native language at the cost of providing the service.
 - B. Business skills for ABKA Members:
 - i) Financial
 - ii) Operations (BBO Seminar)
 - iii) Customer service
 - iv) H.R. / Personnel
 - v) Zoning & Government Regulations
 - vi) Legal
 - vii) Marketing / Sales

- C. Business aids give ABKA Members a competitive advantage.
 - i) Affordable insurance for Members
 - ii) A network of experts for people interested in the pet care industry
 - iii) Business forms
 - iv) Merchant services
 - D. Information: National state, regional, and local demographics on pet ownership, statistics, and financial averages on operating and boarding to obtain financing or develop business plans.
3. Trade publications, pet service literature, materials, and vehicles for public relations.
4. Regulations favorable for business operations.
- A. Regulations constrain no more than necessary for operation of quality businesses and protection of animals.
 - i) Against regulations which reclassify pet, livestock or animal owners as guardians or that otherwise alter the legal status of the animals, nor which permit the recovery of non-economic damages for the loss or injury of a pet, livestock or other animal.
 - ii) Against regulations which permit the recovery of non-economic damages for the loss or injury of a pet, livestock or other animal.
 - B. Emphasis will be on the state/local level.