

Pet Care Services

A s s o c i a t i o n



GOVERNING POLICIES OF THE BOARD OF DIRECTORS

Policy 1.0 – ENDS

Date Adopted/Last Revised: March 2008

Ends

1.0 Global Ends Statement:

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

1.1 PCSA members have resources to develop and train knowledgeable and professional pet care and management staff.

- A. PCSA members will have an academy of comprehensive, up-to-date educational materials, programs and resources by career track.
- B. PCSA members have a source of interested and/or trained people to work in the pet care industry.

1.2 PCSA members are able to attract customers by utilizing and reinforcing PCSA's brand value.

- A. PCSA members are distinguished as professional businesses by meeting quality standards and practices.

1.3 PCSA members have educational materials to inform their customers about best practices in pet care services.

1.4 PCSA members achieve progressive levels of recognition based on operations and facility design.

- A. PCSA members have information on industry best practices.
- B. PCSA members have exposure to industry designers, design templates and ideas for their facilities.
- C. PCSA members will annually receive access to new and non-traditional state-of-the-art equipment & products from vendors.

1.5 PCSA members are knowledgeable about industry issues and trends.

- A. PCSA members have a network of experienced individuals with similar experiences and ambitions.
- B. Knowledge priorities include, but not limited to:
 - Pet Care Trends
 - Marketing and Brand Development
 - Human Resources
 - Financial Planning and Management
 - Exit Strategies
 - Business Planning & Start-up
- C. PCSA members have statistical data of client wants and needs in their pet care provider.

1.6 PCSA Members are connected to the pet care industry.

- A. PCSA members have opportunities to meet with an expanding group of industry members to share progressive ideas.
- B. PCSA members have a connection to other major pet care groups.
- C. PCSA members have opportunities to collaborate with other industry organizations for the benefit of both.

1.7 PCSA Members have resources on key business issues.

- A. Provide resources to positively influence local legislation affecting member firms.
- B. PCSA members have access to national insurance companies at competitive rates.
- C. PCSA members have access to a blueprint of industry standards.

1.8 PCSA members have support networks and emergency preparedness plans for natural disasters and catastrophic events.

- A. PCSA members have a network of collaborating organizations for emergency relief.
- B. PCSA members will have the resources to assist in evacuating and providing care.