

**WHAT WE DO (SCOPE OF SERVICES)  
From Launch**

An Association for Walkers, Trainers, Boarders, and Daycares

**COMPETENCIES/ROLES: INDUSTRY FOCUS**

**MEMBERS | PARTNERS**

<p><b>INDUSTRY STANDARDS</b></p> <p><i>Vetting/Endorsement Support Walkers and peer practitioners who support humane practices vigorously,'</i></p> <p><i>Co-develop industry standards and add'l best practices.</i></p>	<p><b>EDUCATION/PROF DEV</b></p> <p><i>Streamline skills training and accredit/license practitioners. Create designations.</i></p> <p><i>CDWA to introduce other professional development avenues.</i></p> <p><i>Credential building.</i></p>	<p><b>PUBLIC PROFILE</b></p> <p><i>Support and positively promote the best practitioners.</i></p> <p><i>Grow &amp; improve public perception of practitioner professionalism, training and credentials.</i></p> <p><i>PRIDE!!</i></p>	<p><b>HEALTH BENEFITS</b></p> <p><i>Support practitioners with an affordable plan for group: benefits</i></p> <p><i>Look at pension, disability, vacation contribution in Phase II (when financially feasible)</i></p> <p><i>Support security.</i></p>	<p><b>PRODUCT DISCOUNTS</b></p> <p><i>Support practitioners with retail discounts so they have the best gear, at an affordable cost. Retailer support for us!</i></p> <p><i>Options are endless.</i></p>	<p><b>ANIMAL ADVOCACY</b></p> <p><i>Provide opportunities for Practitioners to engage in innovative, unique and important animal causes and advocacy.</i></p> <p><i>Pride &amp; Achievement!</i></p>	<p><b>COMMUNITY OUTREACH</b></p> <p><i>Build beneficial relationships with the public and relevant third parties: Clients, Municipalities, Police (for reporting), DOLA Admins, Animal Services agencies, etc.</i></p> <p><i>Broadens support.</i></p>	<p><b>INDUSTRY BUILDING</b></p> <p><i>Action out positive industry building initiatives for CDWA members that build best-practices, skill, profile, walker revenues and elevates the community.</i></p> <p><i>Build practitioners and the future.</i></p>
<p><b>LEGAL SUPPORT</b></p> <p><i>Issue Resolution &amp; Legal Support for practitioners, when applicable.</i></p> <p><i>Protect businesses/advocacy.</i></p>	<p><b>SAFETY/BEST PRACTICES</b></p> <p><i>Promotion of best practices for Walkers, pups and public</i></p> <p><i>Facilitate leveled-up third party training.</i></p>	<p><b>MARKETING</b></p> <p><i>Promote CDWA Members as best in class. Referrals Engine. Networking between CDWA members. Various other initiatives</i></p>	<p><b>AWARDS</b></p> <p><i>Annual Member conference. Review/info sharing/successes/celebration. CDWA news/achievements.</i></p> <p><i>Credential building. Promote! Build plan for Year Two together.</i></p>	<p><b>GOAL SETTING</b></p> <p><i>For the industry. Where do walkers and CDWA want to be in five years?</i></p> <p><i>Think big, or differently.</i></p>	<p><b>INVESTIGATIONS</b></p> <p><i>As a self-regulating industry, CDWA has an unfortunate role in animal abuse investigations and is active with the legal community and law enforcement.</i></p>	<p><b>POLICY DEVELOPMENT</b></p> <p><i>Ethical policy development for our industry and for animals.</i></p> <p><i>Community, CDWA to sit among leaders.</i></p>	<p><b>FINANCIAL WELLBEING</b></p> <p><i>Practitioner wealth-building. Financial analysis, growth, strategies and planning.</i></p>

**WHY ARE WE RELEVANT TO THE GREATER WORLD?**

*People care immensely about their pets and CDWA proposes to be a major player in establishing best practices and engaging in animal advocacy initiatives. That practitioners are involved in developing their craft and world-class best practices serves a greater good and makes owners very happy with us/our community. Society wants our industry to develop so let's turn some heads.*

**WHO IS WILLING TO SUPPORT US?**

**GOVERNMENTS/MAJOR ANIMAL GROUPS**  
*Develop partnerships and alliances with City/Regions, TAS, THS, Animal iJustice, Animal Alliance, Vet Med Assoc, and leadership across Canada*

**LEGAL COMMUNITY/LAW ENFORCEMENT**  
*CDWA has initiated talks with the legal community and law enforcement for process development and support.*

**RETAIL**  
*Develop partnerships with pet industry and product retailers/vets/larger providers/assocns  
Recruit product retailers who will provide discounted pricing on supplies and provide capital (MEC, Bogs, Ugg, Chewmasters, Costco, etc.)*

**INDIVIDUALS & OTHER**  
*Develop partnerships with philanthropists, animal advocates, industry businesses and corporate partners*

**CORPORATE**  
*CDWA has a plan to broaden our relevance to corporate partners.*

**OWNERS**  
*CDWA developing incentives for Owners to support our community. More on this to come.*

**COMPETENCIES/ROLES: EXTERNAL COMMUNITY FOCUS**

<p><b>REFERRALS ENGINE</b></p> <p><i>Showcase and search endorsed practitioners</i></p>	<p><b>REPRESENT ALL</b></p> <p><i>Every discipline within our industry should get representation, as it builds the entire industry:</i></p> <ul style="list-style-type: none"> <li><i>walker/trainers</i></li> <li><i>boarders</i></li> <li><i>daycares</i></li> <li><i>rescues</i></li> <li><i>breeders</i></li> <li><i>educators</i></li> </ul> <p><i>Work with Peer Orgs.</i></p>	<p><b>CONSUMER FEEDBACK</b></p> <p><i>Provide avenue for assoc/client discourse on practitioner praise or concerns.</i></p> <ul style="list-style-type: none"> <li><i>skills dev opportunity</i></li> <li><i>training</i></li> </ul>	<p><b>PUBLIC EDUCATION</b></p> <p><i>Actively build knowledge among owners and push owner responsibility.</i></p>	<p><b>FUNDRAISING/EVENTS</b></p> <p><i>Fundraising efforts for cause and industry program development</i></p>	<p><b>ANIMAL ADVOCACY</b></p> <p><i>Public awareness Lobbying for animal welfare causes.</i></p> <p><i>We're a force.</i></p>	<p><b>INVESTIGATIONS</b></p> <p><i>Walkers are in a good position to identify when a dog/pet is being abused. CDWA supports with investigation and liaises with Police/law community.</i></p> <p><i>We're patched in!</i></p>	<p><b>NEWS &amp; CASES</b></p> <p><i>Relevant/Proven News, Stories, Cases, Discoveries and Resources</i></p>
---	--	--	---	---	---	---	--