

## **FOR IMMEDIATE RELEASE**

### **NAPPS Promotes Professionalism with Pet Sitter Certification Program**

*NAPPS' certification leads to new clients and increased earning potential*

MOUNT LAUREL, N.J. – September 15, 2011 – The National Association of Professional Pet Sitters, the nation's only nonprofit trade association dedicated to serving the needs of professional pet sitters, continues to grow its professional certification program, presenting new development opportunities for pet sitters nationwide. Since its launch in January 2009, more than 300 pet sitters have achieved their certification through the program.

The NAPPS certification program is a broad-range, in-depth course covering diverse topics such as pet care, animal health, nutrition and behavior, business development and management. The program also includes a complete pet first aid course. While completing the curricula –equivalent to the amount of work completed in a college course over one academic semester – NAPPS certified pet sitters acquire expertise benefitting both their businesses and the pet-owning public.

“The feedback from our certification program has been tremendous,” stated Debra Farrington, chair of the Certification Committee and owner of Debra Farrington's Petsitting Etc. in Hershey, Pennsylvania. “At the launch of the certification program, we sensed a growing need for pet sitters to further define their skills and expertise. We are thrilled to see members continue experiencing success and business growth through the resources provided from a professional certification.”

NAPPS' certification program demonstrates the association's commitment to fostering the success of its members' businesses and promoting the value of pet sitting to the public, and is offered to both NAPPS members and non-members. To become certified, pet sitters must devote the necessary time to personal study, completing the coursework and passing the certification examination. NAPPS strives to guarantee all pet sitters who earn its certification are qualified by having its Certification Advisory Board review all materials and examinations.

To help potential certificants prepare for the exam, NAPPS provides study materials, including:

- pet care and business articles found in the NAPPS virtual library;
- American Red Cross First Aid for Dogs book and CD; and
- American Red Cross First Aid for Cats book and CD.

“Pet sitters who want to take their businesses to the next level should consider enrolling in the NAPPS certification program,” said NAPPS President John D'Ariano. “What better way to show your furry clients – and the pet parents who love them so dearly – that you're a consummate professional who has their best interests at heart?”

NAPPS provides certified pet sitters with numerous benefits such as liability insurance discounts, recognition in the NAPPS Pet Sitter Locator and identification by the NAPPS Certified logo. For additional information or to enroll in the NAPPS Certification Course please visit, <http://www.petsitters.org/index.cfm?section=Certification>.

**About NAPPS:** NAPPS is the only national nonprofit trade association dedicated to serving the needs of professional pet sitters. The Association aims to help the pet owning public, those interested in pet sitting, and professionals engaged in the in-home pet care industry by fulfilling its vision statement, serving as “the most respected authority in professional pet sitting.” It does so by providing the tools and support to foster the success of its members. Additionally, pet parents can benefit from NAPPS’ free resources including a disaster preparedness guide, tips on how to select a pet sitter, and a nationwide referral service,. To find a pet sitter in your area, check out NAPPS’ nationwide “Pet Sitter Locator” at [www.petsitters.org](http://www.petsitters.org). For more information on NAPPS, please follow [@TheNAPPS](https://twitter.com/TheNAPPS) on Twitter or join us on Facebook at [facebook.com/TheNAPPS](https://facebook.com/TheNAPPS).

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