

## **Pet Disaster Recovery**

**2019 ICCFA Annual Convention & Expo**

**April 6, 2019**

**12PM**

**Presenter – Jodi Clock, CPLP**

On March 30, 2018 Storms Ahead Kennel burned to the ground. The facility was at capacity with 33 dogs, all which died in the fire. Clock Timeless Pets, a community resource for all things end-of-life related to pets, contacted the owner of the kennel and the fire department to offer grief services and assistance with the final care for the pets lost in the disaster. Hear first-hand from Jodi Clock about how they stepped in to offer their expertise and were instrumental in putting together a disaster plan that enabled all pets to be successfully identified, cremated, and returned to their owners. When tragedy strikes, as a death care professional you need to be able to coach, lead, communicate and build a strong team quickly. In this session, Clock will share tips on how to handle television reporters so they become your friend, offer suggestions on ways to protect yourself and your business from liability, outline how to conduct a community service that includes hospice, as well as provide a white paper that can serve as a road map for what to do should a disaster occur.

*-2019 ICCFA Annual Convention & Exposition Schedule of Events*

### **JODI CLOCK, CPLP**

Ms. Clock has worked in the 'end-of-life planning' industry since 1988. She is a certified pet loss professional and charter member of PLPA (Pet Loss Professional Alliance). Currently, she is the educational co-chair for the PLPA. Her experience includes working for family and corporately owned funeral homes, advance planning companies, and casket manufacturers. Most recently, Jodi was president, owner and founder of Clock Timeless Pets, a pet loss center in Western Michigan. She was also a partner of Clock Funeral Home, a Selected Independent funeral home serving over 420 families each year.

In January of 2019, Ms. Clock joined ClearPoint Federal Bank & Trust as Business Development Director. She plays an important role in driving the company's business by identifying and developing new opportunities, and expanding the presence of the company and brand. As an industry expert and leader, Jodi will use her experience, skills and knowledge to help customers achieve their preneed goals through education and incorporating the innovative ClearPoint products and services into their business.