

Pet Professional Alliance of Wichita

gentle care is in paw's reach



Members

PPAW is a group of Wichita area pet care professionals who have aligned themselves to promote professionalism in the pet care industry and positive, humane pet care and training

Mission

To become the go-to resource for Wichita pet owners looking for professional, humane, trustworthy care

Goals

- ◆ Encourage networking, referrals, and support within the alliance
- ◆ Provide continuing education and cross-training within the alliance
- ◆ Educate the Wichita community on humane pet care and training
- ◆ Build consumer awareness of selecting a qualified pet care provider
- ◆ Become a referral source for rescues, veterinarians, and businesses

Ethics

- ◆ Compliant with business law & any required licensure; insured
- ◆ Possess professional certifications, affiliations, and training
- ◆ Handle and train animals with gentle, science-based methods
- ◆ No use of prong, choke, shock, physical punishment, fear, or intimidation
- ◆ Eschew dominance based models of behavior modification
- ◆ Work within professional limits of field-specific expertise