



*Live. Learn. Lead.*



**July 22-27, 2011**

**Fogelman Executive Center  
University of Memphis  
Memphis, Tennessee**

**Want to better serve families?**

**Take the next step in your career?**

**Learn best practices in a rapidly changing industry?**

**Broaden your knowledge of the cemetery, cremation  
and funeral service profession?**

**YOU NEED THE U!**



## renew your commitment

"I haven't felt this excited about my career since the day I graduated from mortuary college. Thank you!"

- Leslie Hensley  
Sunset Funeral Home, Evansville, IN



## seize the day



"I can't believe it has taken me 34 years in my profession to come here. I have attended countless seminars, meetings and conventions, and this was by far the *best* training and information I have ever received. I am particularly thankful for the opportunity to attend celebrant training. Offering celebrant services will be the key to preventing more and more families from going the direct cremation route and can save funeral service ... this is what funeral service needs *yesterday*."

- Paul White  
Funeral Services Inc., Sarasota, Florida

## surprise yourself

"I came here thinking, what am I doing here? I don't need to learn anything. I know it all, plus, I won't like it. I can now say with certainty that I not only liked it and am coming back, but I learned an immense amount that I can bring back and review to see whether my cemetery is doing all we should."

- Duane Wagenbaugh  
Albany Diocesan Cemeteries, Albany, New York



## get the answers you need



"It exceeded every expectation I had going into it. I came with questions and left both with answers and with a network of industry professionals who will help me find answers to potential questions I may have in the future."

- Chris Cooke  
Evansville City Cemeteries, Evansville, Indiana

# It's Time to Put *You* in "The U"

**W**e all know there is no "I" in "Team." But there is a "U" in "You," and that's what the ICCFA University is all about. It's about you, your company and the families you serve. It's about your future and your commitment to developing your skills and talents so you can give your best to this wonderful profession.



Are you struggling to find answers to the changes we're all seeing in our profession? Do you want to learn how others are adapting to new customer preferences, new technologies and new management challenges? Could you or someone on your staff use a change in perspective, an opportunity to rededicate yourself to the ideals that drew you to this profession in the first place?

You will find all of that and much, much more at The U. Our students tell us every year how much this program means to them and to their careers. The adjectives used in last year's evaluations were nothing short of remarkable: Amazing. Priceless. Excellent. Outstanding. Irreplaceable. Enlightening. Exhilarating. Awesome. And on and on....

As a former dean at the ICCFA University, I am pleased and privileged to have this opportunity to serve as its new chancellor. My predecessor, Mike Burke, put his heart, soul and energy into this venture, and I intend to do the same. I have been involved in many conferences, and I can say with absolute certainty that there is no other program like this in our profession.

If you have never attended the U before, I hope this will be the year you make that commitment to yourself and your career and discover firsthand the impact ICCFA University can have.

Isn't it time you put *you* in the U?

*Tom Roberts, CCE*  
*ICCFA University Chancellor*

---

## ICCFAU Contact Information

**ICCFA Offices**  
Suite 100  
107 Carpenter Drive  
Sterling, VA 20164  
800.645.7700  
703.391.8400  
fax 703.391.8416  
[www.iccfa.com](http://www.iccfa.com)

**Fogelman Conference Center**  
University of Memphis  
330 Innovation Drive  
Memphis, TN 38152  
901.678.3700 (admin)  
901.678.5410 (hotel)  
fax 901.678.5329

**Holiday Inn**  
**University of Memphis**  
3700 Central Avenue  
Memphis, TN 38111  
800.HOLIDAY  
901.678.8200  
fax 901.678.0536

# ICCFA University:

## *Live. Learn. Lead.*

ICCFA University is a one-of-a-kind program designed by top experts in the cemetery, cremation and funeral service profession. It offers a unique blend of intensive, practical classroom training and continual informal idea-sharing.

### **quality education**

With on-campus housing and dining, ICCFAU offers a unique learning environment. Its six colleges cover every area of management and operations, and classes are continually updated to include the latest innovations and techniques. Courses combine proven business theory with practical operational instruction, and the staff encourage ongoing participation and interaction.



### **experienced faculty**

ICCFAU classes are led by top cemetery, cremation and funeral service professionals as well as business and economics faculty from the University of Memphis. You'll receive practical, proven instruction from colleagues selected for their firsthand experience and knowledge of the daily challenges you face in your job. For a complete listing of faculty, see page 31.

### **recreation and networking**

Students say one of the most valuable parts of ICCFAU is the opportunity to share ideas and

fellowship with colleagues from every area of the cemetery, cremation and funeral service profession.

Students from all six colleges come together several times each day for breaks and to share meals in the Fogelman Executive Dining Room. In the evenings, you can relax with fellow students in the Fogelman lounge or at the Holiday Inn bar, or take a short taxi ride to visit Memphis' famous Beale Street. At the Volleyball Tournament on Saturday night, you'll find a good-natured rivalry among the students from each college.

### **state-of-the-art facilities**

The University of Memphis Fogelman Conference Center is an academic facility expressly designed for executive and professional training. All classes, breaks and meals take place at the Fogelman. The program offers on-campus housing at two sites: individual dormitory-style housing on the top floor of the Fogelman and executive suites at the Holiday Inn University, located across the street.

The Fogelman houses 51 private sleeping rooms, each with a private bath, and has a common lounge area and kitchen. The Holiday Inn University suites include a choice of king bed or two double beds, a sleeper sofa and numerous amenities.



**The ICCFA discount room rate is just \$79 per night at the Fogelman and \$99 per night at the Holiday Inn University. Students should make their own reservations. See page 30 for details.**

### **registration procedures/fees**

Registration forms can be found on pages 28-30. Class sizes are limited and are accepted on a first-come, first-served basis. Registrations must be received by June 20. Students whose registrations are received by June 20 will have their names included in the student directory.

**Fees include all classroom training and materials and three meals a day,** starting with dinner on Friday and ending with breakfast on Wednesday, as well as refreshments during breaks and at the Saturday night Volleyball Tournament. Fees for the College of Cremation Services and the College of 21st Century Services include their respective certification training, and the fee for the College of Land Management & Grounds Operations includes a take-

home OSHA training DVD on gravesite safety.

### **transportation**

The closest airport to the University of Memphis is Memphis International Airport (MEM). **Free shuttle transportation**

is available from the airport to the Fogelman and the Holiday Inn. Details will appear in your registration confirmation letter.



### **dress code**

Dress is casual throughout the week. Please bring sports clothing if you wish to participate in the Volleyball Tournament.

# ICCFA University **FAQs**

## **Who is eligible to attend ICCFAU?**

ICCFA University is open to employees of all cemeteries, funeral homes, crematories, supplier companies and related businesses. Prior college attendance is not required. In general, it is designed for students who are:

- Company owners and chief executive officers.
- Managers seeking to develop additional skills and knowledge in order to improve their techniques and operations.
- Managers who are interested in moving into new areas of responsibility.
- Managers new to the cemetery and funeral service profession.
- Staff interested in advancing into management positions.
- Staff interested in improving their skills to better serve their employers and their client families.
- Suppliers who want to network and gain a better understanding of their customers' challenges.

## **How does the four-year undergrad curriculum work?**

The ICCFA University is held for five days each July. Undergraduate students enroll in one of the University's six colleges and spend the entire five days learning about that area of the profession. Students who complete four colleges become ICCFAU graduates.

### **Do I have to attend for four years?**

No. Some students enroll for one or two years, attending just those colleges that are most relevant to their jobs. But many students do choose to go on to study for four years or more to broaden the scope of their knowledge.

### **What is the Master's Program?**

The Master's Program allows ICCFAU graduates to return to the University and take personally selected courses from each of the colleges. Because the college curricula are continually refined to reflect changes in the profession, there are always updated courses and new information available for continued professional development. Students registering for the Master's Program must include a daily itinerary of their selected classes along with their registration.

### **What is the CEO Program?**

Available to chief executives and company owners, the CEO Program allows top-level professionals to attend ICCFAU and take personally selected courses from each of the colleges. Students registering for this program are required to include a daily itinerary of their selected classes along with their registration.

### **Can I earn CE credits and certification points at ICCFAU?**

Yes. **Funeral directors can earn up to 24.5 CE credits**, pending individual state approval. Please note that due to onerous and expensive filing requirements, the ICCFA no longer applies for continuing education credits in Pennsylvania or Virginia. ICCFA members applying for the Certified Cemetery Executive, Certified Funeral Executive, Certified Cemetery Funeral Executive, Certified Cremation Executive and/or Certified Supplier Executive designations through the association's certification program will earn a total of **80 points toward certification** upon completion of each college.



# ICCFA University Scholarships

The ICCFA provides several scholarships to ICCFA University through the ICCFA Educational Foundation, a tax-exempt 501(c)(3) charity that supports the association's educational programs.

## Educational Foundation Scholarships

The Educational Foundation awarded one \$2,500 scholarship to:

- Lisa Curtis, Mount Olivet Cemetery, Detroit, Michigan

The Central States Cemetery Association made an endowment to the ICCFA Educational Foundation in 2009 to establish a scholarship award to ICCFAU for applicants from the states of Arkansas, Illinois, Iowa, Kansas, Missouri, Oklahoma and Wisconsin. In 2011, the CSCA Scholarship was awarded to:

- Greg Blood, Cedar Memorial Park Cemetery Association, Cedar Rapids, Iowa

This year the Educational Foundation received a special \$500 donation from Merendino Cemetery Care in honor of ICCFA Dean Ernie Heffner, CFuE, to be used for a scholarship awarded to a student attending the College of 21st Century Funeral Services. That scholarship was awarded to:

- Charles M. Norfleet, The Public Center for Funeral Resources, Redan, Georgia

## Next Generation Scholarships

The ICCFA Next Generation Committee congratulates the following recipients of three \$1,600 scholarships to the 2011 session of ICCFA University:

- Katherine Cecilia, Woodlawn Memorial Gardens, Norfolk, Virginia
- Anthony Carpinello, Resurrection Cemetery, Staten Island, New York
- Alesia Skinner, Paxtang Cemetery Association, Harrisburg, Pennsylvania

In addition, through a generous donation by Merendino Cemetery Care, the committee awarded one \$1,350 scholarship designated specifically for an active or veteran member of the armed forces or military reserves. The committee congratulates:

- Andy Lopez, American Funeral Financial (U.S. Marine Corps)

The ICCFA thanks the following individuals and companies for their generous support of the Educational Foundation and Next Generation scholarship funds:

- Anonymous
- Hap Bledsoe, CCE
- John Bolton, CCE
- Jay Brammer/in memory of Jack J. Brammer
- Stephen G. Burrill, CCE, CCE
- Celebris Memorial Services Inc.
- Central States Cemetery Association
- Cold Spring Granite Company
- Ellis, Ged & Bodden, PA
- Paul M. Elvig/in memory of James M. Loving
- Jennifer Frew
- Vivian & Ray Frew, CCFE
- Green Hills Memorial Park
- Robert A. Gordon Sr. CCFE, CCE, CSE
- Christine Toson Hentges, CCE
- International Memorialization Supply Association
- Jewish Funeral Directors of America Inc.
- Ken Jiang/Sinosource International Inc.
- Herbert B. Klapper
- Keenan L. Knopke, CCFE
- Kimberly K. Kojan
- Mark J. Krause, CFuE
- Fred Lappin, CCE/Knollwood Cemetery
- Roberta & Edward C. Laux, CCE
- Tim Lancaster, CCFE
- Nancy Lohman, CCFE/Lohman Funeral Homes
- Matthews International Corp.
- Gino Merendino/Merendino Cemetery Care
- Gwen M. Mooney, CCFE
- Blair H. Nelsen, CFuE, CFSP
- Mark Pennington, CCFE, CCE, CSE /Halo International
- Richard F. Perl, CCFE
- James D. Price, CCFE
- Abigail Brammer Quioco
- Thomas G. Roberts, CCE
- Ronald P. Robertson, CCE
- Anthony Russo/Cypress Hills Cemetery
- Stanley H. Scruggs, CSE
- Adam Sheer
- Thumbies by Meadow Hill Co.
- Trigard
- Michael R. Uselton, CCFE
- Kenneth E. Varner, CCFE
- Gregg M. Williamson, CCE

Applications for scholarships for the 2012 session of ICCFA University will be available in December at [www.iccfa.com](http://www.iccfa.com).

# College of 21st Century Funeral Services

Dean Ernie Heffner, CFuE



How do you respond to a family who says, “We don’t want a traditional funeral”? You’ll learn how to go beyond tradition with innovative offerings and become certified as a funeral celebrant trained to provide meaningful alternatives to clergy-led services.

## Friday, July 22

2:00 - 5:30 p.m.

**Registration and Check-in**

4:30 - 5:00 p.m.

**Freshman Orientation**

5:00 - 6:00 p.m.

**University Reception**

6:00 p.m.

**University Dinner**

## Saturday, July 23

8:00 - 8:45 a.m.

**Breakfast**

8:45 - 9:00 a.m.

**Introductions**

**Ernie Heffner, CFuE**

9:00 - 10:30 a.m.

**A \$27,000 Wedding vs.  
Your Final Celebration**

**Allen Dave Jr.**

At the 2007 ICCFA College of Cremation Services, Professor Julie Burn stated that, according to the July 2007 issue of *People Magazine*, there are 2.1 million weddings per year with an average cost of \$27,690. What makes a \$27,000 wedding a perceived value, one on which consumers willingly spend significantly more than on our services?

Find out how Allen Dave made the transition from wedding planner to final event planner, bringing wedding planning practices and hospitality to funeral service. Want to hear how his lack of preconceived notions and “we always did it this way” rationale put him ahead of his competition and gained him customers in a highly competitive market?

10:30 - 11:00 a.m.

**Break**

11:00 a.m. - 12:30 p.m.

**Which Casket Would You Like  
with Those Chicken Wings?**

**Mark Krause, CFuE**

Including the 41 percent of their customers who select cremation, Krause Funeral Homes & Cremation Service find that up to 80 percent of all their customers opt for the hospitality of food in their plans for final tribute. How did that evolve? What exactly does Krause offer? And what type of revenue stream does that consumer-driven service enhancement generate?

Learn how Krause made the connection between food service and funeral service and then designed and delivered what his customers wanted. Discover additional similar types of service enhancements the firm is using to help create meaningful tributes.

12:30 - 1:30 p.m.

**Lunch**

1:30 - 3:00 p.m.

**Consumer Educational Seminars**

**Ernie Heffner, CFuE**

Educating consumers requires a comprehensive plan, a system for consistent implementation and thoughtful preparation. We’ll examine:

- how to create a presentation
- subject matter, including celebrant services
- time commitments
- invitation options
- creating a comfortable environment
- best times and locations for seminars
- who should be the speakers
- staffing and equipment needs
- handout materials

This curriculum provides the outline for taking a proactive approach to educating your community about death care services, options and consumer rights.

3:00 - 3:30 p.m.

### **Break**

3:30 - 5:00 p.m.

### **70 Percent of Services Are Conducted by Eternal Hills Staff ... Not Clergy!**

**Tim Lancaster, CCFE**

Want to know how this came to be? Think there is any connection between Eternal Hills' 60 percent market share against three competitors and their approach to providing meaningful services?

Operating in a market with a cremation rate ranging from 55-68 percent, Tim Lancaster will lead you through a process that has resulted in 70 percent of consumers choosing to have Eternal Hills professionals conduct the service rather than clergy. The real key and focus is not on product but rather on communication.

According to customer surveys, Eternal Hills has exponentially greater satisfaction when their own staff conduct services than when they leave their business and future in the hands of a preacher. What's more, though they charge \$200 for Celebrant Services, families still try to give the celebrant a gratuity personally after the service.

Critically important is the attitude and approach of the arranger, which leads to consideration of permanent memorialization being important to the customer. This success story is not just theory but real how-to instruction on "why we do what we do" and "how we have applied these theories."

And, finally, in the case of more traditional denominations that hold services at Eternal Hills, the staff acts as the "master of ceremonies" and incorporates the traditional clergy into the service rather than just handing him or her the reins.

5:00 p.m.

### **Dinner**

7:00 - 9:00 p.m.

### **Annual Sports Tournament**

Join your ICCFAU colleagues for a friendly game of volleyball.

## **Sunday, July 24**

8:00 - 9:00 a.m.

### **Breakfast**

9:00 - 10:30 a.m.

### **Creating Exceptional Services for the Families You Serve**

*[presented courtesy of a sponsorship by Batesville Casket Company]*

**Alan Wolfelt, Ph.D.**

This curriculum evolved out of a need to offer death care providers with a learning experience that focuses on their unique needs. Themes to be explored include:

- understanding the importance of a value-added service culture
- defining the new customer: characteristics, the bad news and the good news
- three keys to the future: focus, flexibility, responsiveness
- evaluating service quality on five important factors
- exploring the service triangle: a customer-centered model

Wolfelt is director of the Center for Loss and Life Transition in Fort Collins, Colorado. An internationally noted author, educator and grief counselor, he is on the faculty at the University of Colorado Medical School's Department of Family Medicine.

A past recipient of the Association of Death Education and Counseling's Death Educator Award, Wolfelt is an educational consultant to hospices, hospitals, schools, universities, funeral homes and a variety of community agencies across North America. Wolfelt writes the "Children and Grief" column for *Bereavement* magazine and is author of many books on grief, including his newest release, "Healing Grief at Work: 100 Practical Ideas After Your Workplace Is Touched by Loss." Wolfelt has appeared on The Oprah Winfrey Show, The Larry King Show, The NBC Today Show and Nick News.

10:30 - 11:00 a.m.

### **Break**

11:00 a.m. - 12:30 p.m.

### **Creating Exceptional Services (continued)**

*Continued on page 20*

# College of Administration and Management

Dean Nancy Lohman, CCFE



The cemetery, cremation and funeral service profession is changing, and so are the skills needed to manage and lead effectively. You'll receive solid, relevant, results-focused training targeted at today's required core competencies.

## Friday, July 22

2:00 - 5:30 p.m.

**Registration and Check-in**

4:30 - 5:00 p.m.

**Freshman Orientation**

5:00 - 6:00 p.m.

**University Reception**

6:00 p.m.

**University Dinner**

## Saturday, July 23

8:00 - 9:00 a.m.

**Breakfast**

9:00 - 10:30 a.m.

**Developing a Leadership Style That's Right for You**

**Nancy Lohman, CCFE**

If you have the desire and willpower, you can become an effective leader. Good leaders develop through a never-ending process of self-study, education, training and experience. Learn how to develop the leader within you by exploring various facets of leadership, including attitude, motivation, vision, self discipline, character and handling change. We'll explore levels of leadership and how to increase your leadership ability in the eyes of others.

10:30 - 11:00 a.m.

**Break**

11:00 a.m. - 12:30 p.m.

**Business Outlook: The Future of the Funeral & Cemetery Profession – Are You Prepared?**

**David Nixon**

What are the consumer trends we're seeing that affect our industry? How should today's economic picture and tomorrow's

forecast influence your decision making? Learn what the threats and opportunities are in our profession and specific programs to help you compete both short term and long term. Learn how to build a stronger, more viable business with the knowledge of these future trends and discover programs you can put in place now to prepare yourself and your business for success in the future.

12:30 - 1:30 p.m.

**Lunch**

1:30 - 3:00 p.m.

**Strategic Planning Workshop: Define, Manage, Achieve Your Goals and Deliver Results!**

**Gary Freytag**

Do you want to create a strategic plan that will provide a clear focus for your company and drive it to previously unachievable results? In this two-session, hands-on workshop, you'll learn proven planning tools that will help you develop a highly effective strategic plan. You'll create all facets of a strategic plan, including a mission statement, a set of objectives, an implementation plan and assessment tools based on a funeral home and/or cemetery scenario.

3:00 - 3:30 p.m.

**Break**

3:30 - 5:00 p.m.

**Strategic Planning Workshop (continued)**

5:00 p.m.

**Dinner**

7:00 - 9:00 p.m.

**Annual Sports Tournament**

Join your ICCFAU colleagues for a friendly game of volleyball.

## Sunday, July 24

8:00 - 9:00 a.m.

### Breakfast

9:00 - 10:30 a.m.

### Becoming “Best in Class”: Operational & Administrative Best Practices

**Nancy Lohman, CCFE**

You’ll learn winning management systems, including:

- phone answering—the top 10 deliverables essential on every call
- arrangements—how to engage families and earn their trust
- forms—ensuring personalization and customization rather than simply gathering statistical information
- follow-up—it’s all in the details and the system
- recovery—gaining back customer satisfaction and loyalty when something goes wrong

In addition, you’ll discover how to achieve administrative and operational effectiveness through “snapshot” monitoring and how to strengthen and maintain consistency in your operations.

10:30 - 11:00 a.m.

### Break

11:00 a.m. - 12:30 p.m.

### Finance Made Simple: The Five Numbers You Need to See to Know How You’re Really Doing

**Gary Freytag**

Even if you don’t know a debit from a credit, you need to understand your business’ financial health. Income statements, balance sheets, statements of cash flow ... do these reports mean anything to you or do your eyes just glaze over? Do you understand why more detail is almost never the right answer?

Learn the five numbers that will allow you to analyze your business and determine where changes and/or improvements are needed. Hone your financial understanding to better drive the success of your business.

12:30 - 1:30 p.m.

### Lunch

1:30 - 3:00 p.m.

### What’s Your Training Paradigm? Rethink Effective Employee Training So Everyone Wins!

**Tim Lancaster, CCFE**

Well trained employees are the key to every business’ success. Studies have shown that the most successful, productive employees are those who have received the most extensive training. They’re the cream of the crop, often having the strongest stake in the company’s future. Find out how to train a staff that will take ownership of their roles, improve service to families and help you grow your business.

3:00 - 3:30 p.m.

### Break

3:30 - 5:00 p.m.

### The Glassdoor: A Look Inside the Best Employee Reviews, Incentives and Motivational Programs

**Christine Toson Hentges, CCE**

Ever wonder how you can get all your employees involved in helping your business grow? It can be done effectively and objectively by motivating staff through performance reviews that make an impact. You’ll come away from this course with effective employee appraisal tools and templates as well as incentive ideas that will boost employee morale, retention and enthusiasm while increasing workforce engagement and productivity.

5:00 p.m.

### Dinner

## Monday, July 25

8:00 - 9:00 a.m.

### Breakfast

9:00 - 10:30 a.m.

### Dynamics of the Organization **Robert Taylor**

Every business requires an organizational structure appropriate to the nature and size of the company. Successful businesses operate according to certain organizational principles, and this session will cover the basic models as defined in current business education programs.

10:30 - 11:00 a.m.

### Break

*Continued on page 21*

# College of Cremation Services

Dean Jim Starks, CFuE, CCrE



Cremation doesn't have to mean "no service" or "no memorialization." You'll discover how to better serve families, improve cremation operations and increase your company's cremation-related revenues. You'll also earn three types of certifications: operator, administrator and arranger.

## Friday, July 22

2:00 - 5:30 p.m.

**Registration and Check-in**

4:30 - 5:00 p.m.

**Freshman Orientation**

5:00 - 6:00 p.m.

**University Reception**

6:00 p.m.

**University Dinner**

10:30 - 11:00 a.m.

**Break**

11:00 a.m. - 12:30 p.m.

**Operator Curriculum (continued)**

12:30 - 1:30 p.m.

**Lunch**

1:30 - 3:00 p.m.

**Operator Curriculum (continued)**

3:00 - 3:30 p.m.

**Break**

## Saturday, July 23

8:00 - 8:45 a.m.

**Breakfast**

8:45 - 9:00 a.m.

**Introductions**

**Jim Starks, CFuE, CCrE**

9:00 - 10:30 a.m.

**Crematory Operator Curriculum  
(presented by Matthews  
Cremation Division) Ron Salvatore,  
Rick Thomas**

You will receive an extensive Operations Manual and training on:

- professional terminology
- incinerator terminology
- principles of combustion
- cremation and the environment
- incinerator criteria and design
- basics of operating cremation equipment
- general maintenance and trouble shooting
- forms and record keeping
- handling and exposure control

**Please note, this college includes a new option in 2011: A one-day registration is now available for those who wish to attend only the Certified Crematory Operator program. See page 28 for details.**

3:30 - 5:00 p.m.

**Operator Curriculum (continued)**

5:00 p.m.

**Dinner**

7:00 - 9:00 p.m.

**Annual Sports Tournament**

Join your ICCFAU colleagues for a friendly game of volleyball.

## Sunday, July 24

8:00 - 9:00 a.m.

**Breakfast**

9:00 - 10:30 a.m.

**Administrator Curriculum:  
Zoning/NIMBY/Equipment  
Ron Salvatore**

One of the highest-rated portions of the ICCFA College of Cremation Services, this curriculum covers:

- adding a crematory to your operation
- municipality zoning hurdles to installation
- timing, from ordering to being fully operational
- costs to purchase/maintain equipment
- facility requirements
- considerations in selecting a crematory supplier

10:30 - 11:00 a.m.

**Break**

11:00 a.m. - 12:30 p.m.

**Administrator Curriculum:  
Avoiding Cremation Liability**  
*Poul Lemasters, Esq.*

This session will review areas of concern when dealing with the cremation customer and provide guidelines for avoiding liability. What are some best operating practices to incorporate into your standard operating procedure? Where are the areas of greatest risk in the operation of a crematory? What can you do to minimize your exposure?

12:30 - 1:30 p.m.

**Lunch**

1:30 - 5:00 p.m.

**Crematory Tour**  
**A Real-World Look at All Aspects  
of a Cremation Provider**  
*Mark Ballard, Leslie Weaver,  
Winston Hoover IV*

Our tour host operates five funeral homes, two cemeteries and a service center in a market with an 18 percent cremation rate. The service center operates two cremation units performing more than 100 cremations per month. In addition, the service center has a flower design shop and handles all administration for this operation. We will travel by bus and have the benefit of a guided tour of these SCI facilities. Every year, the value of this tour, the presentation and the SCI hospitality receive excellent reviews.

5:00 p.m.

**Dinner**

## Monday, July 25

8:00 - 9:00 a.m.

**Breakfast**

9:00 - 10:30 a.m.

**Administrator Curriculum: Go  
Ahead. Don't Bother. I Dare You!**  
*Jim Starks, CFuE, CCrE*

Jim Starks will wow you with a riveting, real-world presentation on operations and compliance. Failure to properly manage the risk of providing cremation services and/or operating a crema-

## Cremation Certification

The ICCFA cremation certification program is open to employees of all cemeteries, funeral homes, crematories and related businesses.

**Students completing the College of Cremation Services will receive three certification designations:**

□ **ICCFA Certified Crematory**

**Operator:** Currently required for crematory licensure in a number of states, this program is provided in concert with Matthews Cremation Division and covers all aspects of crematory operation and maintenance. A 12-chapter Operations Manual is provided. *6 hours CE.\**

**NEW OPTION IN 2011: The ICCFA now offers an optional one-day registration for those who wish to attend only the Certified Crematory Operator program. See page 28 for details.**

□ **ICCFA Certified Crematory**

**Administrator:** This certification covers the business and liability aspects of providing cremation services. Instructors include a nationally renowned attorney and authority on cremation liability; a former compliance officer for a multi-ownership corporation; a nationally recognized accounting specialist; and an expert in zoning, environmental and equipment installation issues. *6 hours CE.\**

□ **ICCFA Certified Cremation**

**Arranger:** This segment will provide an interactive learning experience in understanding cremation consumers, arranging and creating meaningful tribute services, creating unique options for memorialization and effectively communicating all of this with families. The instructors have proven track records and real-world experience. *8.5 hours CE.\**

In addition to the classes, students will participate in a tour of a local cemetery, crematory and funeral home and will engage in a closing summary discussion of lessons learned, for an additional 4.5 CE\* credits.

*\* CE availability contingent on individual state approvals.*

# College of Funeral Home Management

Dean Todd Van Beck, CFuE



Too many managers consider “creativity” someone else’s department. In funeral service, creative management is the key to differentiation. You’ll learn Dr. W. Edwards Deming’s creative service management system and its specific applications to our profession.

*All courses are taught by Todd Van Beck, CFuE. Students will receive the Deming Manual, a Quality Assurance Manual and several additional instruction manuals.*

## Friday, July 22

2:00 - 5:30 p.m.  
**Registration and Check-in**

4:30 - 5:00 p.m.  
**Freshman Orientation**

5:00 - 6:00 p.m.  
**University Reception**

6:00 p.m.  
**University Dinner**

## Saturday, July 23

8:00 - 9:00 a.m.  
**Breakfast**

9:00 - 10:30 a.m.  
**Create, Don’t Compete**

We’ll introduce “The Worthy Ideal,” the philosophy of Creative Management 101 and what management looks like when you base it on the mission of your ideal.

Central to this discussion and to all of the work in this college will be the quality creative service management system of Dr. W. Edwards Deming. We’ll discuss:

- the “magic” 15 steps in service management
- Plan, Do, Check, Act - Accomplish transformations
- the Seven Deadly Sins in quality service management

Learn the foundations of quality: what quality service is and what it is not.

10:30 - 11:00 a.m.  
**Break**

11:00 a.m. - 12:30 p.m.  
**Create, Don’t Compete (continued)**

12:30 - 1:30 p.m.  
**Lunch**

1:30 - 3:00 p.m.  
**Create, Don’t Compete (continued)**

3:00 - 3:30 p.m.  
**Break**

3:30 - 5:00 p.m.  
**Create, Don’t Compete (continued)**

5:00 p.m.  
**Dinner**

7:00 - 9:00 p.m.  
**Annual Sports Tournament**  
Join your ICCFAU colleagues for a friendly game of volleyball.

## Sunday, July 24

8:00 - 9:00 a.m.  
**Breakfast**

9:00 - 10:30 a.m.  
**Creative Management**

Today’s sessions will focus on three key areas of management:

**Management momentum vs. management inertia.** Discover how to create movement forward as opposed to competing with the competition’s forward movement. There is a difference!

The substance and core of creativity. You will be shown:

- how to create increased visibility for your organization (without breaking the bank)
- how to create increased attention for your organization

- how to create meaningful information for your organization and your community
- how to ensure consistency in your organization so your visions and goals will become a permanent part of your service

**The most challenging aspect of management: dealing with staff.** This portion will address creative management approaches to improving staff performance and internal communications. You'll learn:

- how to create meaningful staff meetings, including a turnkey four-year program cycle ready for you to take home and use
- how to create a meaningful staff meeting agenda
- how to create meaningful and valuable staff evaluations
- how to create safe, sound interviewing and recruiting procedures

*10:30 - 11:00 a.m.*

**Break**

*11:00 a.m. - 12:30 p.m.*

**Creative Management (continued)**

*12:30 - 1:30 p.m.*

**Lunch**

*1:30 - 3:00 p.m.*

**Creative Management (continued)**

*3:00 - 3:30 p.m.*

**Break**

*3:30 - 5:00 p.m.*

**Creative Management (continued)**

*5:00 p.m.*

**Dinner**

## Monday, July 25

*8:00 - 9:00 a.m.*

**Breakfast**

*9:00 - 10:30 a.m.*

**The 'How to' Management System for Organizational and Service Creativity**

Today we'll delve into a four-year cycle of "how to" internal training programs for your staff. You'll receive dozens of pre-prepared training lessons; all you will

need to do is present them. Among the lessons:

- telephone etiquette
- a telephone shopping program, including a tracking form, a "visible general price list" and a telephone shopping matrix
- how to calm upset clients
- how to create a funeral home/cemetery advisory committee
- how to create professional ethics
- how to deal creatively with stress
- how to create quality service assurance
- how to develop a meaningful and economical aftercare program

*10:30 - 11:00 a.m.*

**Break**

*11:00 a.m. - 12:30 p.m.*

**The 'How to' Management System for Organizational and Service Creativity (continued)**

*12:30 - 1:30 p.m.*

**Lunch**

*1:30 - 3:00 p.m.*

**The 'How to' Management System for Organizational and Service Creativity (continued)**

*3:00 - 3:30 p.m.*

**Break**

*3:30 - 5:00 p.m.*

**The 'How to' Management System for Organizational and Service Creativity (continued)**

*5:00 p.m.*

**Dinner**

## Tuesday, July 26

*8:00 - 9:00 a.m.*

**Breakfast**

*9:00 - 10:30 a.m.*

**Implementing What We Have Learned**

Today we'll roll up our sleeves and create individualized "master timelines" to ensure success in implementing the four-year cycle of programs.

You'll receive the following step-by-step "how to" programs:

- 318 service enhancement ideas
- the "insight campaign"

*Continued on page 24*

# College of Land Management & Grounds Operations

Deans Jeff Kidwiler, CCE, CSE, and Gino Merendino

Exceptional cemetery service starts with the grounds and operations department. Without effective land management and a commitment to an attractive, well-maintained property, there will be no sales or service. You'll learn how to succeed and excel in your role as "keeper of the grounds."



## Friday, July 22

2:00 - 5:30 p.m.

**Registration and Check-in**

4:30 - 5:00 p.m.

**Freshman Orientation**

5:00 - 6:00 p.m.

**University Reception**

6:00 p.m.

**University Dinner**

## Saturday, July 23

8:00 - 9:00 a.m.

**Breakfast**

9:00 - 10:30 a.m.

**Welcome & Introduction/  
Cemetery Comparisons and Ratios**  
*Jeff Kidwiler, CCE, CSE*

10:30 - 11:00 a.m.

**Break**

11:00 - 12:30 p.m.

**Maintenance: Do You Really Get It?**  
*Gino Merendino*

Would you build a house without consulting a blueprint? Would you bake a cake without looking at a recipe? Do you truly understand that cemetery maintenance is more than cutting grass and digging graves? Gino Merendino will teach you more than *how* things are done; he'll focus on understanding *why* they are done.

12:30 - 1:30 p.m.

**Lunch**

1:30 a.m. - 3:00 p.m.

**The Key Steps to OSHA Compliance**  
*Mary Malotke*

Cemeterians must develop and implement an OSHA program for grounds and facility maintenance. This program covers OSHA's expectations for compliance, documentation and training. Topics include hazard communication, chemical safety, outdoor issues such as weather and pests, equipment maintenance, flammable liquids, mowers and trimmers and record requirements.

3:00 - 3:30 p.m.

**Break**

3:30 - 5:00 p.m.

**OSHA and Gravesite Safety**  
*Mary Malotke*

OSHA has regulations for digging in a narrow but deep space such as a grave. This session covers backhoes, ladders, setting vaults, adjacent grave and monument issues and witnessing liabilities. We'll also examine the requirements for soil assessment, trench protection and air-quality issues that can become critical during opening and closing.

**Students will receive a DVD on Gravesite Safety, which you can take back to train your entire maintenance staff to help fulfill your OSHA training requirements. The DVD comes with a user's guide, instructor notes, student handouts, a quiz and completion certificates.**

5:00 p.m.

**Dinner**

7:00 - 9:00 p.m.

### **Annual Sports Tournament**

Join your ICCFAU colleagues for a friendly game of volleyball.

## **Sunday, July 24**

8:00 - 9:00 a.m.

### **Breakfast**

9:00 a.m. - 12:30 p.m.

### **Memorial Park Tour**

**Jeff Kidwiler, CCE, CSE**

Visit a local cemetery and learn firsthand many ideas and solutions you can take back to your location.

12:30 - 1:30 p.m.

### **Lunch**

1:30 - 3:00 p.m.

### **Cemetery Master Planning Strategies**

**Christine Toson Hentges, CCE**

This course will give you an understanding of land use, both developed and undeveloped. We will discuss options for the fully developed cemetery (“We’re out of room!”) as well as techniques you can use for planning the development of unused areas within your cemetery.

3:00 - 3:30 p.m.

### **Break**

3:30 - 5:00 p.m.

### **Cemetery Liability Issues**

**Poul Lemasters, Esq.**

This session will address a broad range of potential liability issues related to cemeteries and land management. We’ll examine risk and liability in a number of different contexts and from the perspective of various parties. The session will stress disclosures and procedures designed to prevent or mitigate liability. Attendees will be encouraged to ask questions and to share their own liability problems as well as their near misses.

5:00 p.m.

### **Dinner**

## **Monday, July 25**

8:00 - 9:00 a.m.

### **Breakfast**

9:00 - 10:30 a.m.

### **Healing Grief:**

### **The Essence of Our Industry**

**Nancy Lohman, CCFE**

Lack of compassion is usually caused by a lack of understanding. Upset families, employees missing work ... why? It is vital that we understand not only the consumer who is grieving, but our fellow employees and ourselves. We will explore our own perceptions, society’s expectations or misconceptions and the realities of grief.

10:30 - 11:00 a.m.

### **Break**

11:00 a.m. - 12:30 p.m.

### **Developing Hidden Treasures on Your Property**

**Christine Toson Hentges, CCE**

Small spaces, V-ditches, fence lines ... what are they good for? Christie Hentges will show you how to turn your neglected spots into money-making treasures.

12:30 - 1:30 p.m.

### **Lunch**

1:30 - 3:00 p.m.

### **Those Sales People!**

### **What Are They Thinking?**

**Jim Hammond**

Why is it that the sales force is *always* making our lives difficult out here—selling products that don’t exist, complaining that the property is sub-par and that’s why *they* can’t sell, scheduling services at the same time? Find out who is right and how our roles are one and the same. The course objective is to train non-sales department heads and middle managers to become “partners” with the sales department.

3:00 - 3:30 p.m.

### **Break**

3:30 - 5:00 p.m.

### **Is Customer Service Part of Your Operations? You Bet!**

**Anthony Russo**

Operations staff can have as much contact with customers as sales counselors and front-office personnel. Yet too often, they are not properly trained to handle customer questions and requests. Customer service is a cornerstone of every business. This class will explore

*Continued on page 25*

# J. Asher Neel College of Sales & Marketing

Dean Gary O'Sullivan, CCFE



The principles of sales and marketing don't change; only technique and application do.

Learn how to take the tried-and-true principles of cemetery and funeral sales and apply them within today's highly mobile, multi-cultural, high-tech, information-driven marketplace.

## Friday, July 22

2:00 - 5:30 p.m.

**Registration and Check-in**

4:30 - 5:00 p.m.

**Freshman Orientation**

5:00 - 6:00 p.m.

**University Reception**

6:00 p.m.

**University Dinner**

## Saturday, July 23

8:00 - 9:00 a.m.

**Breakfast**

9:00 - 10:30 a.m.

**Keeping Sales Staff Up in Down Times**

**Gary O'Sullivan, CCFE**

What is a sales manager to do to combat the economy, the unemployment rate and the nightly news? In this session, you'll find there are many things a sales manager can do to change their staff's perspectives, to shape people's paradigms and to keep their people up and selling.

10:30 - 11:00 a.m.

**Break**

11:00 a.m. - 12:30 p.m.

**How to Market and Serve Multi-Cultural Markets**

**Barry Bamford, CCE**

As our communities change and become more culturally diverse, it's important for us to understand a variety of cultural values and traditions. The better we understand what is important to different cultures, the more effective we can be in serving their needs. Learn how best to

approach various niche markets with your cemetery and funeral marketing and sales messages.

12:30 - 1:30 p.m.

**Lunch**

1:30 - 3:00 p.m.

**Keys to Keeping Your Sales Team Productive**

**Dick Perl, CCFE**

When sales people are productive, doing the right things and getting the right results, they make sales. Learning the essential keys to keeping your staff productive is critical in reducing turnover and producing consistent volume. Learn how to keep your sales team active, productive and selling.

3:00 - 3:30 p.m.

**Break**

3:30 - 5:00 p.m.

**Creating Community Connections That Generate Returns**

**Ty Lohman**

In this power-packed session, you'll learn how to promote and conduct various types of community seminars - seminars that will help you connect with your market in a meaningful way so that you can build your brand and generate preneed leads.

5:00 p.m.

**Dinner**

7:00 - 9:00 p.m.

**Annual Sports Tournament**

Join your ICCFAU colleagues for a friendly game of volleyball.

## Sunday, July 24

8:00 - 9:00 a.m.

### Breakfast

9:00 - 10:30 a.m.

### How to Create Positive Teamwork *Dick Perl, CCFE*

The better people work together, the better they work. Without question, getting your staff to gel as a team can have a positive impact on your business. In this interactive session, you'll learn why teamwork is important and how to foster it, and what you as a leader can do to maintain a positive, productive atmosphere.

10:30 - 11:00 a.m.

### Break

11:00 a.m. - 12:30 p.m.

### Master the Art of Top-Down Selling *Barry Bamford, CCE*

Top-down selling is one of the most effective ways you help your prospect understand all the options they have. It gives client families a better understanding of your product mix and a compelling understanding of higher-end ownership opportunities. In this session, you'll discover how top-down selling adds greater dimension to your sales staff, elevation to your sales averages and satisfaction to your customer base.

12:30 - 1:30 p.m.

### Lunch

1:30 - 3:00 p.m.

### How to Plan, Prepare and Conduct Influential Sales Meetings *Ty Lohman*

You don't meet with *sales*, you meet with *people*, and in this session you'll learn how to plan a meeting that is effective and motivating. The purpose of a sales meeting is to educate and motivate staff to become more so they will do more. After this session you'll better understand how to do both.

3:00 - 3:30 p.m.

### Break

3:30 - 5:00 p.m.

### Making the Service of Family Service Effective *Patrick Downey, CCE*

Have you ever wondered exactly how to make great service equal great sales? In

this session, that is exactly what you'll discover. Patrick Downey will explain the presentation and the process required to render great service and generate additional preneed sales. You'll learn the mistakes many make and where the process too often falls apart.

5:00 p.m.

### Dinner

## Monday, July 25

8:00 - 9:00 a.m.

### Breakfast

9:00 - 10:30 a.m.

### Creating & Managing a Family Service Program for Cemeteries and Combos *Jim Hammond*

*Jim Hammond*

In this session, we will look at:

- who makes up the family service unit and how do we select the right person for the position?
- how do we get our family service staff to work with and for each other?
- how do we compensate them fairly?

Jim Hammond will share some new ideas that may seem out of the box but which, mixed with some old traditions, could turn your family service unit into a strong leader within your organization.

10:30 - 11:00 a.m.

### Break

11:00 a.m. - 12:30 p.m.

### The Web: What We Know and What We Wonder *Robin Heppell, CFSP*

There is a lot we know about how to use the web; however there is a lot more that we wonder about. In this session, you'll see how many businesses today are using the Internet to promote and advertise their business and how they are building relationships in new ways. From websites to social media to mobile marketing, you'll discover many of the things you've been wondering about.

12:30 - 1:30 p.m.

### Lunch

*Continued on page 26*

## College of 21st Century Funeral Services (continued)

12:30 - 1:30 p.m.

### Lunch

1:30 - 3:00 p.m.

### Celebrant Training

**Doug Manning and Glenda Stansbury**

Celebrants offer an alternative to services provided by clergy persons for those families who are not affiliated with a church or who do not wish to have a traditional religious funeral service. They are trained to design services that are completely personal, incorporating those unique stories, songs and experiences that defined the deceased.

Celebrants schedule a special “Family Time” meeting when the family can share memories, anecdotes and defining moments in the loved one’s life. They will then base the essence of the service on the remembrances of the family, and family and friends will be encouraged to participate.

Celebrants develop a library of resources available for readings, music, ceremonies and personal touches. They consult with the family to help them choose elements of the service that reflect their loved one. They are bound by a Code of Ethics for complete confidentiality in all dealings with the family.

### Becoming a Certified Celebrant

After completing this college, students will be certified as celebrants. The training for celebrants as established by the In-Sight Institute seeks to provide the most comprehensive and sensitive training available for people who wish to develop this as a profession or to add to their current job description. It is important that a family knows they are being served by someone who understands the process and is prepared to offer the very best funeral possible.

### What Does This Service Cost Families?

The celebrant fee is usually higher than the fees charged by clergy for performing a funeral in a specific area. They can range widely across the country from \$200 to more than \$800, depending on type of service, location, travel and other expenses. A celebrant spends approximately 10 hours in preparation for a

memorial service or funeral, as well as the expenses of training and maintaining a resource library.

### What is The In-Sight Institute?

The In-Sight Institute has one mission: helping people help people. This has evolved over the years, expanding from grief care books and seminars to include celebrant training and certification. Founder Doug Manning is a best-selling author, sought-after speaker and a grief expert relied on by the media. His first book, “A Minister Speaks About Funerals,” was self-published in 1978, and in 1979, he wrote his best-selling book, “Don’t Take My Grief Away From Me.” In 1983, Manning wrote “When Love Gets Tough: The Nursing Home Decision.” With the immediate success of that book, he made the commitment to follow his dream full time. He changed careers and founded In-Sight Books as his publishing and seminar company.

In-Sight Books now publishes more than 40 products by Manning and a few select resources by other authors. The In-Sight Institute is the training arm of the company providing celebrant training.

3:00 - 3:30 p.m.

### Break

3:30 - 5:00 p.m.

### Celebrant Training (cont’d)

5:00 p.m.

### Dinner

## Monday, July 25

8:00 - 9:00 a.m.

### Breakfast

9:00 - 10:30 a.m.

### Celebrant Training (continued)

10:30 - 11:00 a.m.

### Break

11:00 a.m. - 12:30 p.m.

### Celebrant Training (continued)

12:30 - 1:30 p.m.

### Lunch

1:30 - 3:00 p.m.

### Celebrant Training (continued)

3:00 - 3:30 p.m.

**Break**

3:30 - 5:00 p.m.

**Celebrant Training (continued)**

5:00 p.m.

**Dinner**

## Tuesday, July 26

8:00 - 9:00 a.m.

**Breakfast**

9:00 - 10:30 a.m.

**Celebrant Training (continued)**

10:30 - 11:00 a.m.

**Break**

11:00 a.m. - 12:30 p.m.

**Celebrant Training (continued)**

12:30 - 1:30 p.m.

**Lunch**

1:30 - 3:00 p.m.

**Celebrant Training (continued)**

3:00 - 3:30 p.m.

**Break**

3:30 - 4:30 p.m.

**Celebrant Training (continued)**

4:30 - 6:00 p.m.

**Graduation/Reception for  
Students Completing Four Years**

6:00 p.m.

**Dinner**

## Wednesday, July 27

8:00 - 9:00 a.m.

**Breakfast**

9:00 - 10:30 a.m.

**Celebrant Training (continued)**

10:30 a.m.

**Presentation of Certified Celebrant  
Certificate and College of 21st  
Century Services Graduate  
Certificate**

---

## College of Administration & Management (continued)

11:00 a.m. - 12:30 p.m.

**Dynamics of the Organization  
(continued)**

**Robert Taylor**

12:30 - 1:30 p.m.

**Lunch**

1:30 - 3:00 p.m.

**Internal Communications**

**Robert Taylor**

We'll review standard business communications procedures and current technological innovations, including e-mail and other computer networking possibilities. We'll also examine various organizational structures with reference to lines of reporting and their respective implications for communication policies.

3:00 - 3:30 p.m.

**Break**

3:30 - 5:00 p.m.

**Personnel Management:  
Employee Engagement, Motivation,  
Hiring & Firing**

**Robert Taylor**

Your employees are your most important asset. Today's business environment

presents unique challenges because of the high level of inter-industry competition for quality personnel. This session will cover standard business rules for finding, keeping and removing personnel, as well as new ideas for engaging and motivating employees through effective communication.

5:00 p.m.

**Dinner**

## Tuesday, July 26

8:00 - 9:00 a.m.

**Breakfast**

9:00 - 10:30 a.m.

**Business Law: An Overview for  
Cemeteries and Funeral Homes**  
**Poul Lemasters, Esq.**

When was the last time you reviewed your cemetery bylaws? Do they provide a foundation for consistent cemetery management? Do your rules and regulations support the management and appeal of your cemetery? Is your funeral home federally compliant and shielded by quality management practices against liability

ty? Are you employing sound HR practices? Gain solid legal education to help prepare you in all facets of cemetery and funeral home management.

*10:30 - 11:00 a.m.*

**Break**

*11:00 a.m. - 12:30 p.m.*

**Web Presence, Website Effectiveness and Social Media: Harness Today's Technology for a Successful Future**

**Robin Heppell, CFSP**

Do you have a visible online presence? Is your website effective? Do you make a strong online first impression? Learn the critical website features that can increase your brand awareness and create revenue. Learn the keys to web and social media effectiveness, how to optimize your search engine results and how to measure your web presence. You'll leave this session empowered to take your next steps to gain a competitive advantage.

*12:30 - 1:30 p.m.*

**Lunch**

*1:30 - 3:00 p.m.*

**Information Technology: Embrace the Possibilities**

**Robin Heppell, CFSP**

Cemeteries and funeral homes, like all businesses, are learning to embrace computer technology. This session shares:

- specific ways technology can help you increase your product offerings and services.
- the tactical dos and don'ts of e-commerce
- how to attract and capture at-need and preneed business through your website
- hands-on tech tips for running your business more effectively and efficiently

*3:00 - 3:30 p.m.*

**Break**

*3:30 - 4:30 p.m.*

**Your Marketing & Branding Mantra: Building Customer Loyalty**  
**Doug Gober**

When someone hears the name of your business, what immediately goes through their mind? Unique logos? Clever taglines? Catchy jingles? Today, customer loyalty is developed with much more than that. Our image is formed through

the process of interacting with our existing customers and their guests and often has less to do with what we say about our companies and more to do with what our customers say and think about us.

In this session, Doug Gober will pull together a variety of key branding considerations and apply them directly to cemeteries, crematories and funeral homes. We'll examine each potential point of customer contact within our businesses and delve into how each of these impacts our existing and potential customers. Discover how this integrated branding concept can help you differentiate yourself in your marketplace.

*4:30 - 6:00 p.m.*

**Graduation/Reception for Students Completing Four Years**

*6:00 p.m.*

**Dinner**

## Wednesday, July 27

*8:00 - 9:00 a.m.*

**Breakfast**

*9:00 - 10:00 a.m.*

**Best Practices**

**Nancy Lohman, CCFE, and class**

This is your opportunity to share challenges, solutions and best practices with your fellow classmates.

*10:00 - 10:30 a.m.*

**Diploma and Class Pictures**

## College of Cremation Services (continued)

tory is an invitation for disaster. Learn the steps you need to take to minimize potential problems and liabilities from an expert who has handled compliance and risk management issues for hundreds of funeral homes and crematories.

*10:30 - 11:00 a.m.*

### **Break**

*11:00 a.m. - 12:30 p.m.*

### **Administrator Curriculum: The Financial Realities of Today's Death Care Industry**

**David Nixon**

David Nixon has been serving the industry since 1979 and has created thousands of budgets for clients ranging from 40 to 1,500 events per year. In this session, he will discuss:

- today's economic picture
- threats and opportunities
- pricing strategies to excel
- commercial courage

*12:30 - 1:30 p.m.*

### **Lunch**

*1:30 - 3:00 p.m.*

### **Arranger Curriculum: "I Don't Want a Funeral, I Want a Cremation"**

**Julie A. Burn, CCrE, CSE**

What do people expect from today's providers? What mistaken assumptions do providers make? Is there a psychological difference between burial clients and cremation clients? How can a provider effectively understand and relate to both? We'll take a look at products that people hate, products that people embrace and what makes the difference.

*3:00 - 3:30 p.m.*

### **Break**

*3:30 - 5:00 p.m.*

### **Arranger Curriculum: What Is Your GRASP on Cremation Consumers?**

**Néctar Ramírez**

Many funeral service professionals have a preconceived notion that families who choose cremation do not want to have memorial services. Batesville's consumer research supports the theory that families who are effectively presented with all of their options for memorialization will

choose better than the funeral professional would choose for them.

The GRASP approach to the cremation arrangement conference uses a probing model designed to fully engage the family in making the irrevocable decisions that are made when a death occurs. GRASP also challenges the funeral service professional to offer service options for the cremation family similar to what they currently offer the burial family.

*5:00 p.m.*

### **Dinner**

## Tuesday, July 26

*8:00 - 9:00 a.m.*

### **Breakfast**

*9:00 - 10:30 a.m.*

### **Arranger Curriculum: Order Taking is *Not* an Arrangement Consultation**

**Michael Kubasak**

Mike Kubasak is passionate about funeral and cremation service. In this highly interactive session, he'll focus on the cremation arrangement conference, identifying procedures and methodologies that can help eliminate misunderstandings, reduce exposure to liability and enhance customer satisfaction and loyalty.

*10:30 - 11:00 a.m.*

### **Break**

*11:00 a.m. - 12:30 p.m.*

### **Arranger Curriculum: Order Taking is *Not* an Arrangement Consultation (continued)**

*12:30 - 1:30 p.m.*

### **Lunch**

*1:30 - 3:00 p.m.*

### **Arranger Curriculum: Know Your Cremation Consumer**

**Doug Gober**

Doug Gober is one of our industry's most motivational speakers. He will share ground-breaking research on what today's cremation consumers are looking for and what you can do to meet and beat their expectations.

*3:00 - 3:30 p.m.*

### **Break**

3:30 - 4:30 p.m.

**Arranger Curriculum:  
ICCFA Cremation Code of Ethics  
Mark Krause, CFuE**

What does it mean to be a first-class and consumer-friendly cremation provider? What makes cremation arrangements more complicated than burial arrangements? What is the attitude difference for the arranger and the customer? Also, how can you go above and beyond? Why might a retort have an oriental carpet in front of the unit? How are appointments like paintings, silk plants and comfortable furniture important around a crematory? What is the connection between food service and cremation service?

4:30 - 6:00 p.m.

**Graduation/Reception for  
Students Completing Four Years**

6:00 p.m.

**Dinner**

## Wednesday, July 27

9:00 - 10:00 a.m.

**Bringing It Together: Open Forum  
Jim Starks, CFuE, CCrE**

This open forum will revisit areas of importance that were covered in the three certification designations this week, allowing you to:

- ◆ share problems and solutions
- ◆ clarify topics covered
- ◆ ask questions on implementation
- ◆ build future networking with fellow students and faculty
- ◆ better understand what the ICCFA has to offer for cremation

10:00 - 10:30 a.m.

**Diploma and Class Pictures**

---

## College of Funeral Home Management (continued)

- the “life planning” series
- annual open house
- charity car wash
- clergy seminar
- holiday memorial program
- promotional ideas for under \$500
- cemetery programs such as bird watching, gardening seminars, photo contests and historical tours
- veterans programs such as the Chapel of the Four Chaplains and the Flag Day dedication event

10:30 - 11:00 a.m.

**Break**

11:00 a.m. - 12:30 p.m.

**Implementing What We Have  
Learned (continued)**

12:30 - 1:30 p.m.

**Lunch**

1:30 - 3:00 p.m.

**Implementing What We Have  
Learned (continued)**

3:00 - 3:30 p.m.

**Break**

3:30 - 4:30 p.m.

**Implementing What We Have  
Learned (continued)**

4:30 - 6:00 p.m.

**Graduation/Reception for  
Students Completing Four Years**

6:00 p.m.

**Dinner**

## Wednesday, July 27

8:00 - 9:00 a.m.

**Breakfast**

9:00 - 10:00 a.m.

**Community Presentations**

Discover the power of gaining visibility through interesting community presentations. You’ll receive instructions on how to give great presentations that are both entertaining and educational, and you don’t have to prepare a thing. The programs are already finished, complete with scripts and PowerPoint images. Here are just a few of the 18 community presentations you’ll receive:

- The History of Grave Robbing
- The Funeral in the Bible
- The Story of the Titanic Funerals
- The Psychology of Grief
- The Presidential Gravesite Tour

10:00 - 10:30 a.m.

**Diploma and Class Pictures**

## College of Land Management & Grounds Operations (continued)

ways to maximize the customer experience and focus on how grounds and operations personnel can most effectively serve customers.

5:00 p.m.

**Dinner**

### Tuesday, July 26

8:00 - 9:00 a.m.

**Breakfast**

9:00 - 10:30 a.m.

**Dazzle Your Landscape with Color and Learn to Prune Like a Pro**  
**Tom Smith**

Tom Smith will share his expertise on early spring color, great annuals and perennials, new “must-have” woody plants and key elements of a great landscape design. Learn which plants work best in sun and/or shade and which ones will look splashy and showy for a long time without requiring a lot of attention.

Next, learn how to reduce, reuse, rejuvenate. Proper pruning can create a “Fountain of Youth” for your trees and shrubs. Learn how to apply the right techniques to your operations, including selective pruning vs. shearing, the best times to prune, rejuvenation pruning to renew older gardens and tools of the trade.

10:30 - 11:00 a.m.

**Break**

11:00 a.m. - 12:30 p.m.

**Continuous Improvements in Cemetery Operations**

**Tom Smith**

Learn to improve your operations through new product use, new equipment and new ideas and cost-cutting methods.

12:30 - 1:30 p.m.

**Lunch**

1:30 - 3:00 p.m.

**The Art of the Interview and the Science of Selection**

**Mike Hays**

Led by one of our profession’s top marketing managers, this session will focus on crucial hiring skills, including:

- ◆ how to ask meaningful questions
- ◆ how to interpret resumes
- ◆ how to identify your ideal candidate
- ◆ how to follow up on references
- ◆ how to conduct second interviews

3:00 - 3:30 p.m.

**Break**

3:30 - 4:30 p.m.

**Internal Relationships**

**Gary O’Sullivan, CCFE**

How valuable is it to your organization to have all departments working in harmony? Some experts suggest it is extremely valuable, not only to customer satisfaction, internally and externally, but to your bottom-line profitability. In this session you’ll learn the keys to developing effective internal relationships to help you drive a positive, productive organization.

4:30 - 6:00 p.m.

**Graduation/Reception for Students Completing Four Years**

6:00 p.m.

**Dinner**

### Wednesday, July 27

8:00 - 9:00 a.m.

**Breakfast**

9:00 - 10:00 a.m.

**Students’ Forum: Q&A**

**Jeff Kidwiler, CCE, CSE**

We’ll take a look at all we’ve covered this week, share ideas and best practices and discuss how to put the ideas we’ve learned to use.

10:00 - 10:30 a.m.

**Diploma and Class Pictures**

## College of Sales & Marketing (continued)

1:30 - 3:00 p.m.

### **Maximizing Your Management Skills**

**Patrick Downey, CCE**

In this educational and motivational session, you'll learn how to balance the three most important aspects of staff development. Find out how to determine how much training is needed on an ongoing basis, how to measure success and the key essentials for managing your sales team on a daily basis.

3:00 - 3:30 p.m.

### **Break**

3:30 - 5:00 p.m.

### **Creating Your Brand: Going Beyond Advertising**

**Tiffany Gallarzo**

What is your brand? How does your community view your firm? What is your competitive edge? If you don't know what makes your firm unique, neither do your customers. Learn how to develop and execute your own strategic marketing plan, from a system for organizing what you know and what you have to do next to a schedule for reviewing your progress. Walk away with effective marketing strategies that will build your brand and enhance your company's reputation.

5:00 p.m.

### **Dinner**

**Tuesday, July 26**

8:00 - 9:00 a.m.

### **Breakfast**

9:00 - 10:30 a.m.

### **Where to Find and How to Interview Top Sales Talent**

**Mike Hays**

Where is the best place to look for top sales talent? Is it the Internet, the local newspapers, or are there other sources that work? Once you find your top candidates, what are the keys to the interview process to ensure you find the right fit? In this session you'll find answers to these questions and gain additional insights to help you acquire the people who are the best fit for you and your company.

10:30 - 11:00 a.m.

### **Break**

11:00 a.m. - 12:30 p.m.

### **Branding from the Inside Out**

**Tiffany Gallarzo**

Whether your sales team consists of one person or 100 people, brand integration is the key to success. In this session, you'll

## ICCFA Educational Opportunities

**September 21-23, 2011**

### **Fall Management Conference**

Ritz-Carlton Beach Resort

Naples, Florida

Program Co-Chairs: Gary Freytag and  
Christine Toson Hentges, CCE

**January 18-20, 2012**

### **Wide World of Sales Conference**

Bally's Las Vegas

Las Vegas, Nevada

Program Co-Chairs: Ty Lohman and  
Kim Medici Shelquist

learn that “the way we’ve always done it” isn’t gonna cut it anymore. In today’s world, we must create a culture and an environment for development and growth that will unite your staff to increase retention, enhance your company’s reputation and ultimately increase sales.

*12:30 - 1:30 p.m.*

**Lunch**

*1:30 - 3:00 p.m.*

**The Next Generation of Lead Generation**

***Robin Heppell, CFSP***

What will be the next big thing in lead generation? Can you generate leads on the web? How do you compete against online classified ads? What can Google AdWords and Facebook Ads do to help? What is happening today, and what do you need to do to get ready for what’s next? In this session, you’ll discover both.

*3:00 - 3:30 p.m.*

**Break**

*3:30 - 4:30 p.m.*

**Preneed Cremation: The Secrets to Selling Value and Tribute**

***Jim Hammond***

Regardless of the types of cremation products and services you offer, you won’t be able to sell it if the value isn’t clear to your staff and to the market and if it is not marketed effectively. In this ses-

sion, we’ll discuss the important elements of educating cremation clients and marketing cremation memorialization.

*4:30 - 6:00 p.m.*

**Graduation/Reception for Students Completing Four Years**

*6:00 p.m.*

**Dinner**

## Wednesday, July 27

*8:00 - 9:00 a.m.*

**Breakfast**

*9:00 - 10:00 a.m.*

**The Ultimate Role of the Sales Manager**

***Gary O’Sullivan, CCFE***

Being a sales manager means many things to many people; however, the role does have an ultimate end. Many people would say it is to produce volume, but Gary O’Sullivan disagrees. In this session, you’ll discover the three things required to fulfill the ultimate role of the sales manager.

*10:00 - 10:30 a.m.*

**Diploma and Class Pictures**

## ICCFA Educational Opportunities

**March 19-22, 2012**

**Annual Convention & Exposition**

Mandalay Bay Resort & Casino

Las Vegas, Nevada

Program Co-Chairs: Hamilton Jones, CFSP, and

C. John Linge, CCFE

**July 2012**

**ICCFA University**

Exact Dates and Location TBD

Chancellor: Thomas G. Roberts, CCE

# One-Day Crematory Operator Registration

New this year, the ICCFA is offering a one-day registration for those who wish to attend only the Crematory Operator Training/Certification on Saturday, July 23. This includes:

- Admission to the Friday night University Reception and Dinner
- The all-day crematory operator training and certification on Saturday
- Breakfast, lunch and refreshment breaks on Saturday

The cost to attend this one-day option is **\$429 per person**. If you require housing, please contact the Memphis Doubletree (approx. 1 mile from campus) at 901.767.6666 or call ICCFA at 1.800.645.7700 for on-campus dormitory options.

**Registrant Information** (Please fill out only if you are registering for the *One-Day Cremation Certification Training Option*. All other applicants should use the form on page 29. One form per attendee; please make copies of form for multiple attendees.)

Name \_\_\_\_\_

Nickname (for badge) \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Business Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Fax ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail address \_\_\_\_\_

If you have a disability that requires special accommodation, please check here and attach a statement of your needs.

Are you a first-time ICCFA University student?  Yes  No

Indicate if you are a (check all that apply):

CCE  CFuE  CCFE  CCrE  CSE  CCCE  CFSP  CM

---

## Payment (\$429 per person)

**TOTAL DUE:** \$ \_\_\_\_\_

CHECK (Payable to ICCFA)  CREDIT (Circle one) Visa MC AmEx Discover

Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Security ID code (3-digit # on back of card or 4-digit # on front of AmEx) \_\_\_\_\_

Card's billing address/ZIP \_\_\_\_\_



Return form with payment to:  
ICCFA Meetings Department  
107 Carpenter Drive, Suite 100, Sterling, VA 20164  
Fax 703.391.8416 • Phone 1.800.645.7700

**Cancellation Policy:** Registrants canceling their registrations prior to June 20 will receive refunds. All cancellations must be made in writing and will be subject to a 15% per person cancellation fee.

# ICCFA University Registration

**July 22-27, 2011 • University of Memphis**

**Class sizes are limited, so act now to reserve your spot!**

**Registration must be received by June 20, 2011.**

*Forms will be processed on a first-come, first-served basis after this date.*

Please fill out both sides of form. Due to the high volume of applications, paid registrations will be processed first.

## *Registrant Information (please print)*

Name \_\_\_\_\_

Nickname (for badge) \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Business Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Fax ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail address \_\_\_\_\_

If you have a disability that requires special accommodation, please check here and attach a statement of your needs.

Are you a first-time ICCFA University student?  Yes  No

Indicate if you are a (check all that apply):

- CCE  CFuE  CCFE  CCrE  
 CSE  CCCE  CFSP  CM

---

## *College Selection*

1st  
Choice

2nd  
Choice

I will be attending (indicate first and second choices):

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <b>College of 21st Century Funeral Services</b>             |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>College of Administration &amp; Management</b>           |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>College of Cremation Services</b>                        |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>College of Funeral Home Management</b>                   |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>College of Land Management &amp; Grounds Operations</b>  |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>J. Asher Neel College of Sales &amp; Marketing</b>       |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>Master's Program (attach daily itinerary of classes)</b> |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>CEO Program (attach daily itinerary of classes)</b>      |

**Cancellation Policy:** Registrants canceling their registrations prior to June 20 will receive refunds. All cancellations must be made in writing and will be subject to a 15% per person cancellation fee.

**Housing Reservations**

Students should make their reservations directly with the Fogelman (901.678.5410) or the Holiday Inn University of Memphis (901.678.8200). **To receive the deeply discounted room rate of just \$79 per night at the Fogelman and \$99 per night at the Holiday Inn, identify yourself as part of the ICCFA group.** We do expect these facilities to sell out, so make your reservations early.

**Registration Fees \***

**College of 21st Century Funeral Services \$1,435**

(includes fees for Celebrant Training)

**College of Cremation Services \$1,385**

(includes fees for Crematory Operator Training)

**College of Land Management \$1,335**

(includes fees for OSHA Training DVD)

**All Other Colleges \$1,285**

Subtotal \_\_\_\_\_

**Additional Meal Package (for guests not attending ICCFAU)**

1 package @ \$495

Subtotal \_\_\_\_\_

**ICCFA University Polo Shirts**

\_\_\_\_\_ shirts @ \$40 each

Please indicate type: **Regular (student) Alumni**  
**Professor Dean**

Please indicate size(s): **Men's S M L XL XXL**

**Women's S M L XL**

Subtotal \_\_\_\_\_

**TOTAL DUE TO ICCFA \$ \_\_\_\_\_**

*\*Fees include all meals, from Friday's dinner through Wednesday's breakfast, as well as the receptions and refreshments during breaks and the Sports Tournament. Fees cover a 20% service charge and a 9.25% tax on all food service.*

**Payment**

CHECK (Please make payable to ICCFA)

CREDIT CARD (Circle one) Visa Mastercard American Express Discover

Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Security ID code (3-digit # on back of card or 4-digit # on front of AmEx) \_\_\_\_\_

Card's billing address/ZIP \_\_\_\_\_



Return form with payment to:  
ICCFA Meetings Department  
107 Carpenter Drive, Suite 100, Sterling, VA 20164  
Fax 703.391.8416 • Phone 1.800.645.7700

ICCFA Use Only: Date Rec'd \_\_\_\_\_ Ind ID# \_\_\_\_\_  
Co ID# \_\_\_\_\_ Type Pmt \_\_\_\_\_ Total\$ \_\_\_\_\_

# ICCFA University Faculty

**Mark Ballard**  
Vice President and General  
Manager  
Memphis Funeral Home,  
Cemetery & Crematory  
Memphis, Tennessee

**Barry Bamford, CCE**  
Sales Manager  
Oak Hill Funeral Home and  
Memorial Park  
San Jose, California

**Julie A. Burn, CCE, CSE**  
Director of Cremation Services  
ICCFA  
Chicago, Illinois

**Allen Dave Jr.**  
President  
Allen Dave Funeral Directors &  
Cremation Tribute Center  
Houston, Texas

**Patrick Downey, CCE**  
Director of Sales & Marketing  
Spring Grove Cemetery &  
Arboretum  
Cincinnati, Ohio

**Gary Freytag**  
President and CEO  
Spring Grove Cemetery &  
Arboretum and Gwen  
Mooney Funeral Home  
Cincinnati, Ohio

**Tiffany Gallarzo**  
Vice President, Sales &  
Marketing  
Fair Haven Memorial Park &  
Mortuary  
Santa Ana, California

**Doug Gober**  
Director of Development &  
Marketing  
Carriage Services  
Kenner, Louisiana

**Jim Hammond**  
Bremerton, Washington

**Michael Hays**  
Consultant  
LifeSteps Inc.  
Louisville, Kentucky

**Ernie Heffner, CFuE**  
President  
Heffner Funeral Homes &  
Crematory  
York, Pennsylvania

**Christine Toson Hentges,  
CCE**  
Vice President of Cemeteries  
The Tribute Companies  
Hartland, Wisconsin

**Robin Heppell, CFSP**  
President  
Center of Excellence for Funeral  
Service Professionals Inc.  
Victoria, British Columbia

**Winston Hoover IV**  
Funeral Director and Crematory  
Operator  
Memphis Funeral Home,  
Cemetery & Crematory  
Memphis, Tennessee

**Jeff Kidwiler, CCE, CSE**  
Vice President  
Heritage Park Philippines  
Taguig, Metro Manila, Philippines

**Mark Krause, CFuE**  
President  
Krause Funeral Homes &  
Cremation Service  
Milwaukee, Wisconsin

**Michael Kubasak**  
President  
Kubasak Associates Inc.  
Mesquite, Nevada

**Tim C. Lancaster, CCFE**  
Executive Vice President  
Eternal Hills Memorial Gardens  
and Funeral Home  
Klamath Falls, Oregon

**Poul Lemasters, Esq.**  
Principal  
Lemasters Consulting  
Cincinnati, Ohio

**Nancy Lohman, CCFE**  
Owner  
Lohman Funeral Homes,  
Cemeteries and Cremation  
Daytona Beach, Florida

**Ty Lohman**  
Vice President  
Lohman Funeral Homes,  
Cemeteries and Cremation  
Daytona Beach, Florida

**Rick Thomas**  
Repair and Service Key Account  
Manager, Matthews  
Cremation Division  
Apopka, Florida

**Mary Malotke**  
OSHA Accredited Trainer  
TechneTrain Inc.  
Milford, Ohio

**Doug Manning**  
President  
In-Sight Books  
Oklahoma City, Oklahoma

**Gino Merendino**  
Director of Veteran Development  
Merendino Cemetery Care  
Linden, New Jersey

**Gary O'Sullivan, CCFE**  
President  
Gary O'Sullivan Company  
Winter Garden, Florida

**David Nixon**  
President and CEO  
Nixon Consulting Inc.  
Chatham, Illinois

**Richard Perl, CCFE**  
Director of Marketing & Sales  
Mobile Memorial Gardens  
Mobile, Alabama

**Néctar Ramírez**  
General Manager, Options  
Batesville Casket Company  
Batesville, Indiana

**Thomas G. Roberts, CCE**  
ICCFA University Chancellor  
Pittsburgh, Pennsylvania

**Anthony Russo**  
Vice President/Superintendent  
Cypress Hills Cemetery  
Brooklyn, New York

**Ron Salvatore**  
Matthews Cremation Division  
Aurora, Ohio

**Thomas L. Smith**  
Senior Vice President  
Spring Grove Cemetery and  
Arboretum  
Cincinnati, Ohio

**Glenda Stansbury**  
Dean  
In-Sight Institute  
Oklahoma City, Oklahoma

**Jim Starks, CFuE, CCE**  
President  
J. Starks Consulting  
Lutz, Florida

**Robert Taylor, Ph.D.**  
Associate Professor of  
Management  
University of Memphis  
Memphis, Tennessee

**Todd W. Van Beck, CFuE**  
Director, Family Funeral Care  
A.S. Turner & Sons Inc.  
Decatur, Georgia

**Leslie Weaver**  
Funeral Director and Crematory  
Operator  
Memphis Funeral Home,  
Cemetery & Crematory  
Memphis, Tennessee

**Alan Wolfelt, Ph.D.**  
President  
Center for Life and Loss  
Transition  
Fort Collins, Colorado



107 Carpenter Drive, Suite 100  
Sterling, VA 20164

## **ICCF A UNIVERSITY**

*Earn up to 24.5 CE Credits*

**Enrollment Deadline: June 20**