



and its



present a course to obtain your

CREMATION ARRANGER CERTIFICATION

March 30, 2012

8:45 a.m. to 4:15 p.m.

(sign-in and continental breakfast beginning at 8 a.m.)

John A. Gupton College
1616 Church Street
Nashville, TN 37203

The largest growth market in funeral service is cremation. The question is, will the families you serve choose “direct cremation” or will they opt to have a tribute service and memorialization?

The only program of its kind, the **ICCFA Cremation Arranger Certification** offers six hours of in-depth training on how to arrange and create meaningful cremation tributes, how to create unique options for memorialization and how best to communicate all of this to your client families.

Among the things you’ll learn:

I. The cremation consumer

- a. History of cremation in America
- b. Independent survey statistics
- c. Consumer trend toward cremation
- d. Understanding the cremation consumer
- e. Consumer expectations
- f. Making the right first impression
- g. Mistaken assumptions from funeral providers

II. Effective arrangement consultation

- a. How service enhancements can add value and meaning
- b. Active listening and other communication techniques
- c. Effective religious and secular services
- d. Consumer values: products vs. experience
- e. Staff training and consistency

III. Liability and staff training

- a. Understanding risk and liability
- b. Examples of proper and improper operational standards
- c. Due diligence in the operation or selection of a crematory
- d. Establishing a system of checks and balances to minimize risk
- e. Fulfilling consumer expectations of integrity
- f. Pet cremation risk and liability
- g. U.S. Flag Disposition and D.E.P. permits

IV. Presenting consumer options

- a. What resonates with consumers
- b. Documenting full disclosure of the process for consumer
- c. Presenting consumer options including self-directed options
- d. Consumer friendly cremation packages
- e. Established standard operating policies and procedures

V. Cremation Code of Ethics

- a. Statement of purpose and definitions
- b. Handling the deceased and identification
- c. Consumer considerations and expectations
- d. Full disclosure
- e. Ethical operating procedures and record keeping
- f. Compliance with laws and regulations
- g. Certifications, training and continuing education
- h. Personnel, integrity and professionalism

VI. Wrap Up/Q & A

YOUR INSTRUCTORS



Julie A. Burn, CCrE, CSE, is director of cremation services for the International Cemetery, Cremation and Funeral Association. She is a member of the ICCFA cremation coaching team at www.cremationcoach.com.



Ernie Heffner, CFuE, is president of Heffner Funeral Chapel & Crematory Inc., York, Pennsylvania, and is dean of the ICCFA University College of 21st Century Services.



Mark Krause, CFuE, is president of Krause Funeral Home and Cremation Service Inc., Milwaukee, Wisconsin. He is a past president of the ICCFA.

Your registration includes:

- Six hours of cremation arranger training
- Certified Cremation Arranger certificate
- “Cremation Best Practices” white paper
- Continental breakfast
- Lunch

Continuing education credit: pending individual state approvals.

Program starts at 8:45 a.m. and concludes at 4:15 p.m., with sign in and continental breakfast beginning at 8 a.m.

CREMATION ARRANGER CERTIFICATION TRAINING REGISTRATION FORM

MARCH 30, 2012

JOHN A. GUPTON COLLEGE • NASHVILLE, TENNESSEE

ONE PERSON PER REGISTRATION FORM. PLEASE PHOTOCOPY THIS FORM TO REGISTER ADDITIONAL ATTENDEES. Space is limited. Registrations will be processed on a first-received, first-served basis.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

E-mail _____

REGISTRATION

Regular registration fee: \$349

Student registration fee: \$79

PAYMENT

Check (Please make payable to ICCFA)

Credit card (circle one) MasterCard Visa Discover American Express

Card Number _____ Exp. date _____

Name on card _____

Signature _____

Security ID number (3-digit # on back of card or 4-digit # on front of AmEx) _____

Card's billing address/ZIP _____
(required)

Walk-ins will be accepted on a space-available basis. Please call 800.645.7700 to check on availability.



To register, please complete the form on the reverse side and fax to ICCFA headquarters, ATTENTION: Karen Gray at 703.391.8416. If you have any questions, you can contact Karen at 800.645.7700 or Director of Cremation Services Julie Burn at 630.292.8835.