

# Providing members tools to increase cremation market share

ICCFA is the only international trade association serving the entire cemetery, cremation, funeral service and memorialization profession. ICCFA offers members solutions for their everyday business needs, such as:

**Maintaining and promoting ethics and standards** The ICCFA's Obligations of Membership call for members to meet high standards of care for the remains of those entrusted to them, for the families they serve and for the historical sites and data they preserve. Our Model Legislative and Regulatory Guidelines have been widely distributed to state organizations to promote the adoption of sound legislation that is sensitive to the needs of both businesses and consumers.

**Model contracts and programs** The ICCFA has developed sample forms and contracts that can be accessed by members and customized to promote best practices at their locations, including cremation authorization forms, funeral home and cemetery contracts with third-party crematories, document retention/destruction policies and many more.

**Government relations efforts** The ICCFA continually monitors federal legislation and regulations as well as the courts and keeps members up-to-date on the issues affecting the industry and small businesses. The ICCFA also provides testimony before Congressional committees and federal agencies as well as friend-of-the-court briefs in support of member interests.

**Full access to all resources on the ICCFA website** ICCFA members have free, unrestricted access to articles, videos, the ICCFA Model Guidelines, sample forms and more on the ICCFA website. In the Cremation Coaching Center, you'll find the resources, tools and support you need to build on your current skills and talents so that you can better serve families who choose cremation. Members also can create their own blog posts at the interactive ICCFA Café. Visit [www.iccfa.com](http://www.iccfa.com) and [www.cremationcoach.com](http://www.cremationcoach.com).

**Public education efforts** The ICCFA conducts ongoing efforts to educate consumers about the value of memorialization, remembrance, and prearrangement. We also regularly respond to misleading media reports relating to the industry.

**ICCFA Magazine** Published 10 times a year, *ICCFA Magazine* is packed with articles providing practical sales, operations and management solutions shared by your colleagues in the profession, as well as up-to-date news items and comprehensive legislative and legal coverage available nowhere else.

**ICCFA Wireless** A bi-weekly e-newsletter available only to members, keeps readers abreast of federal or state legislative/legal issues, as well as timely industry and association news.

**The best educational programs available** Our numerous educational programs provide unparalleled opportunities for learning, networking and staff development. Attendees consistently provide feedback stating that ICCFA meetings have the most open, collegial atmosphere of any event in the industry and provide the most useful, practical information. Funeral directors from most states can earn continuing education credits.

**Legal consultations for cremation liability questions, human resources and tax issues** Through exclusive retainer agreements with three attorneys, ICCFA members can access telephone legal consultations regarding cremation issues, labor

## Latest cremation resources exclusively for ICCFA members

- **Cremation Best Practices:** A white paper outlining specific best practices contributed by some of the most successful cremation professionals in North America.
- **More = More:** David Nixon examines how providing more cremations services and charging for them will enable you to address the low-price provider in your market.
- **Inspection Checklist When Using a Third-Party Crematory:** ICCFA cremation coach Ron Salvatore has developed a checklist for funeral professionals utilizing third-party crematories to avoid liability.

Visit [www.iccfa.com/cremation/tools](http://www.iccfa.com/cremation/tools) to download these documents.

*Note: You must have already registered an account on the ICCFA website and been flagged as a member to access these documents.*

*Don't have an account on our website? Don't worry. Log on to [www.iccfa.com](http://www.iccfa.com). On the righthand side of the screen you will find the link "Create new account." Click there and follow the directions to create your account in less than five minutes. ICCFA staff will then check your membership status and grant you privileges (usually within minutes on business days).*

relations, human resources, employment law and tax-related questions. It's like having an in-house legal department without the expense!

**GPL compliance check** Members whose businesses must follow the FTC Funeral Rule's General Price List (GPL) requirements can have their lists reviewed for compliance by attorney Poul H. Lemasters, Esq., without charge.

**Fraud prevention and detection telephone consultation service** ICCFA has retained the services of veteran fraud investigator Robert A. Garvey Jr. to serve as a free resource for members. The service allows members to discuss employee theft/fraud concerns related to suspected fraudulent activity and seek advice on putting preventive controls in place at their locations.

**Property and casualty insurance** The ICCFA insurance program, administered by Alliant Insurance Services, allows members to purchase commercial property and casualty insurance at rates they may not be able to secure on their own.

**Listing in the ICCFA Provider Directory at [www.iccfa.com](http://www.iccfa.com)** Thousands of consumers use this online directory each month to find ICCFA-member cemeteries, crematories and funeral homes.

**ICCFA Buyer's Guide and Membership Directory** Free annually, each volume of the directory includes an extensive index of individuals in the profession; a cross-reference of member cemeteries, funeral homes and allied businesses; a listing of state, regional, national and international cemetery, funeral and memorialization associations; a guide to suppliers; a directory of mortuary schools; and a listing of state regulatory agency contacts. Also included are monument installation and cremation guidelines.

**Music licensing** The ICCFA 2012 Music License costs just \$248 per location per year, with no additional fees. For information, call 1.800.645.7700 or visit [www.iccfa.com/music](http://www.iccfa.com/music).

**Not a member? Join today! Visit [www.iccfa.com](http://www.iccfa.com) or call 1.800.645.7700.** □



# Annual Meeting of Members, board elections and 125th anniversary celebration at 2012 Convention

The ICCFA membership will elect eight new members to the Board of Directors at the Annual Meeting of Members, 8 to 8:45 a.m. on Tuesday, March 20, 2012, in Bayside A at Mandalay Bay Resort & Casino in Las Vegas, Nevada. Write-in nominations will be accepted on the ballot at the time of voting. Members must be present at the meeting to receive their ballot.

The 2012 Voting Guide with biographies for each candidate and voting certificates have been mailed to all members who are current on their dues. Members are asked to complete their certificate and return it to ICCFA headquarters by February 15 for validation. If a member cannot attend the Meeting of Members, he or she may designate a co-worker who will be attending to cast their vote. Proxy voting is not permitted.

Validated certificates will be provided in the convention registration packet.

Members are encouraged to seek out the candidates at the Grand Opening Reception on March 19 (you'll recognize them by their "Board Candidate" ribbons) to share your observations and concerns about the ICCFA, discuss their views and determine who deserves your vote.

The candidates are:

- **Timothy J. Hoff, CFSP**, Hoff Funeral Homes, St. Charles, Minnesota
- **Keenan L. Knopke, CCFE**, Curlew Hills Memory Gardens, Palm Harbor, Florida
- **Tim Lancaster, CCFE**, Eternal Hills Memorial Gardens & Funeral Home, Klamath Falls, Oregon
- **John T. McQueen, CFSP**, Anderson-McQueen Funeral Homes, Cemetery and Crematory, St. Petersburg, Florida
- **Blair H. Nelsen, CFuE, CFSP**, Nelsen Family Funeral Services Inc., Richmond, Virginia
- **James D. Price, CCFE, CCrE**, Foundation Partners Group, Tampa, Florida
- **Anthony Russo**, Cypress Hills Cemetery, Brooklyn, New York
- **James R. Starks, CFuE, CCrE**, Starks Family Funeral Homes, St. Joseph, Michigan
- **Gregg A. Strom, CCE**, StoneMor Partners LP, Bristol, Pennsylvania
- **John P. Toale Jr.**, The Woodlawn Cemetery, Bronx, New York
- **Christine Toson Hentges, CCE**, The Tribute Companies, Hartland, Wisconsin
- **Daniel L. Villa**, Inglewood Park Cemetery, Inglewood, California

The Annual Meeting of Members also will include reports from the association's officers on the "state of ICCFA" as well as awards presentations for certificate recipients and 25- and 50-year members.

The association will hold its annual Memorial Service immediately after the meeting from 8:45 to 9:30 a.m. on March 20, honoring the lives of colleagues and loved ones who have passed away in the past year. Service Corporation International will officiate at the ceremony.

## Celebrating 125 years

The ICCFA will celebrate 125 years of service while in Las Vegas. The first annual convention of the Association of American Cemetery Superintendents convened on October 19, 1887, at Spring Grove Cemetery in Cincinnati, Ohio, with representatives from 21 cemeteries. The organization has since undergone one merger (with the National Association of Cemeteries in 1981) and four name changes to reflect its current position as an international organization representing every aspect of the cemetery, cremation and funeral service profession.

Among the educational questions discussed during the inaugural convention were: "Are cobblestone gutters essential to cemetery roads, and if so, what is the best method of keeping them clean?" and "What is the best method of producing a good sward [an old English term for 'grassy area']?"

At the 2012 Convention & Exposition, topics include how to market via the Internet and smartphones, how to digitize the arrangement presentation and how one funeral home has incorporated alkaline hydrolysis into its disposition offerings.

"We look forward to celebrating the storied history of the ICCFA and to continuing to demonstrate why we are the association that will take this profession into the next 125 years," said ICCFA President Kenneth E. Varner, CCFE. "In many ways, this association is the same as it ever was, dedicated to providing answers to members' practical questions on how to better serve their communities. It is the questions that have changed, and the ICCFA continues to be the best source for education, innovation and inspiration for every area of our profession—cemetery, funeral service and cremation."

Find full Annual Convention & Expo program, hotel and registration details at [www.iccfaconvention.com](http://www.iccfaconvention.com).



Hoff



Knopke



Lancaster



McQueen



Nelsen



Price



Russo



Starks



Strom



Toale



Toson Hentges



Villa

## Arlie Davenport to be inducted into ICCFA Hall of Fame during convention

**A**rlie T. Davenport Jr., chief executive officer and general manager of Greenwood-Mount Olivet Cemetery Association in Fort Worth, Texas, will be inducted into the ICCFA Hall of Fame at its 2012 Annual Convention & Exposition, March 19-22 at the Mandalay Bay Resort & Casino in Las Vegas, Nevada.



(then the American Cemetery Association). Throughout his 40-year career in the industry, Davenport has contributed to both associations as speaker and program chair on numerous occasions.

While ICCFA president in 1993-1994, he was instrumental in the transition

of the association from representing cemeteries to encompassing all segments of the death care profession. He has continued to serve on the Board of Directors from time to time. In 2010, Davenport served as the ICCFA's liaison to Rep. Joe Barton (R-Texas) to oppose federal legislation harmful to ICCFA members.

Daniels said that reviewing Davenport's accomplishments made the Hall of Fame Subcommittee's job easy when nominating a person for the award.

"Few individuals in the history of our association have exuded the leadership of Arlie Davenport. He is the individual responsible for us being called the ICCFA today," Daniels said. "He has been one of the greatest friends to every single individual of our association through the work he has done for our profession." □

This award is not given annually, but only as merited. The Hall of Fame Subcommittee this year is chaired by Immediate Past President Kevin R. Daniels, CCE. Committee members are past presidents Dan Reed, CCE, Rich Sells, CCE, Irwin Shipper, CCE, Mark Krause, CFuE, and Paul Elvig. The committee's nominee was approved by the Executive Committee.

Davenport's company, the Mount Olivet Cemetery Association, is a not-for-profit cemetery organization that operates two cemeteries and owns a for-profit funeral home company. Prior to assuming the office of chief executive, he served as vice president and director of preneed marketing for the company.

He is a past president of the Texas Cemeteries Association and the ICCFA

## Learn from experts, become an expert by attending ICCFA University in July

**M**ake plans now to attend the 2012 session of the ICCFA University, July 20-25 at the Fogelman Conference Center at the University of Memphis in Memphis, Tennessee.



The ICCFAU offers six colleges and two graduate programs:

- College of 21st Century Services
- College of Administration and Management
- College of Cremation Services
- College of Funeral Home Management
- College of Land Management & Grounds Operations
- College of Sales & Marketing
- Master's program
- CEO program

ICCFAU combines five days of intensive classroom education with campus-style networking and recreation to provide a unique experience within the cemetery, cremation and funeral service profession.

Each year, this program is rated as the best educational and networking opportunity available. Students are welcome to come for one or two years, but most continue on through four years to become ICCFAU "graduates."

From maintenance workers, counselors and funeral directors through top executives and owners, the program offers something for everyone. Find out for yourself what draws students back year after year.

Funeral directors can earn up to 24.5 CE credits, pending state approvals.

There's still time to apply for an ICCFA Education Foundation or Next Generation scholarship to attend ICCFA University. Visit [www.iccfa.com/certifications-awards/scholarship/scholarships](http://www.iccfa.com/certifications-awards/scholarship/scholarships) to find applications. The submission deadline is February 13.

A complete program and registration materials will be mailed and posted on [www.iccfa.com](http://www.iccfa.com) in March. □

## 2012 ICCFA Fall Management Conference: October 17-19 at Arizona Biltmore Hotel

**T**he ICCFA 2012 Fall Management Conference will offer executive-level training at the Arizona Biltmore Hotel in Phoenix, Arizona, October 17-19.

This year's event will again have a streamlined program with a Welcome Reception on Wednesday evening, sessions all day on Thursday, and a half-day session on Friday.

The ICCFA has negotiated an extremely discounted hotel room rate of \$199 a night, plus tax.

Registration and program information will be mailed and available at [www.iccfa.com](http://www.iccfa.com) this spring. □

