

Strategic Planning and Execution

MBA-level training, tailored for cemetery
and funeral service executives



ICCFA Fall Management Conference

October 27-30, 2010

J.W. Marriott Camelback Inn, Resort & Spa • Scottsdale, Arizona

Program to be built around ICCFA-commissioned research, including workshops that will provide models for creating and executing strategic plans.

Sponsorship Opportunities:

- Keynote Speakers: *See following page*
- Welcome Reception: \$5,500-10,000
- Thursday Reception: \$5,500-10,000
- Closing Reception: \$5,500-10,000
- Golf: \$7,500-10,000
- Box Lunches: \$2,000-3,000
- Beverage Carts: \$2,000-3,000
- Continental Breakfast
 - Thursday: \$3,000-5,000
 - Friday: \$3,000-5,000
 - Saturday: \$3,000-5,000
- Audio/Visual: \$1,500 & Up

Recognition for your company:

- Promotional program
- On-Site Program
- August/September issue of *ICCFA Magazine*
- ICCFA Web site with a link to your Web site
- *ICCFA Wireless* with a link to your Web site
- Signage and conference video screens
- Your promotional brochure/flyer on a table by registration
- Earn 1/2 point for every \$1,000 of sponsorship towards your future booth assignments at the ICCFA Annual Convention & Expo



For more information, please contact:

Darin Drabing, Program Co-Chair, at ddrabing@forestlawn.com, 800.204.3131;
Fred Lappin, CCE, Program Co-Chair, at lappinf@sharonmemorial.com, 781.828.7216; or
Linda Budzinski, Director, Communications & Membership Services, at lindab@iccfa.com, 800.645.7700

DEADLINE FOR SPONSORSHIP: JULY 1, 2010

Keynote Speakers

The ICCFA 2010 Fall Management Conference is a CEO symposium unlike any other. We are bringing in instructors from two of the nation's top business schools to provide MBA-level education customized for our profession's top executives, owners and managers.



Day 1: Strategic Planning

John Austin, Ph.D., is senior consultant in executive development for Decision Strategies International and is an instructor for senior executives at The Wharton School of Business' (University of Pennsylvania) Aresty Institute of Executive Education, Georgetown University and Duke Corporate Education.



John's research has been published in *Journal of Applied Behavioral Science*, *Journal of Applied Psychology*, *Organization Science*, *HR Magazine* and *The OD Practitioner*. His work has been recognized with three Best Paper awards from the Academy of Management and has been mentioned in a number of media outlets including CNN, *The Wall Street Journal* and *Barron's*.

In this program, John will provide a one-hour keynote address on scenario-based strategic planning, followed by a two-hour workshop-style program in which he will lead attendees through a strategic planning session tailored for the death care profession. John will customize this presentation prior to the conference through industry surveys, interviews with industry leaders and an intensive scenario-building session with an industry study group. All attendees will receive an exclusive "scenario report" on our industry.

Sponsorship Opportunity: \$15,000

Day 2: Executing Your Strategy

William Malek is strategy execution officer for Strategy2Reality LLC and is the former program director for Stanford University's Advanced Project Management program. He is co-author of "*Executing Your Strategy: How to Break it Down & Get it Done*," published in 2008 by Harvard University Press. Among the courses he has taught at Stanford are "Converting Strategy into Action," "Designing Organizations for Execution," "Mastering the Project Portfolio" and "Leadership for Strategic Execution."



William will conduct an interactive workshop and keynote address on strategy execution, including recognizing necessary change, avoiding poor planning, understanding and communicating goals and getting from a business idea to concrete implementation.

Sponsorship Opportunity: \$7,500

Day 3: Health Care Laws: How Will They Affect Your Business?

The final day of the conference will include a panel discussion on the governmental and legal issues facing the industry as well as a session on the effects of health care reform on employers in our industry.



Speaker Scott Morsch is area senior vice president at Gallagher Benefit Services, the third largest insurance benefits intermediary in the United States.

In this 1.5-hour session, he will provide realistic, practical data and analysis of the new health care laws and employer requirements on a timely basis, including advice on how to prepare, transition existing benefits, and communicate changes with employees.

Sponsorship Opportunity: \$1,000