

PROGRAM SESSIONS AT A GLANCE

		GENERAL SESSION	COMPETING AS AN INDEPENDENT	EMBALMING	SALES & MARKETING	PET LOSS SERVICES	CREMATION ARRANGING	
WED	4:30 p.m.						PLPA Meet & Greet	
	5:30 p.m.	FIRST TIMERS RECEPTION • 5:30 TO 6 P.M.						
	6 p.m.	GRAND OPENING RECEPTION • 6 TO 8 P.M.						
THU	8 a.m.	ICCFA Business Meeting				Welcome & Discussion of Standards		
	9 a.m.	Rhonda Harper: The Customer of Tomorrow				Best Practices, Part I		
	10 a.m.	GENEVIEVE BOS: SECRETS OF MARKETING TO WOMEN						
	11 a.m.	LUNCH AT THE EXPO • 11 A.M. TO 2 P.M.						
	2 p.m.	Dr. Nick Morgan: Finding Your Voice and Getting the World to Pay Attention				Expand Your Business to Include Pet Services		
	3 p.m.							
	4 p.m.	KEN GRONBACH: HOW TO PROFIT FROM THE DEMOGRAPHIC STORM						
	5 p.m.	IMSA EXHIBITOR'S RECEPTION • 5 TO 7 P.M.						
FRI	7:30 a.m.	PRAYER BREAKFAST • 7:30 TO 8:45 A.M.						
	9 a.m.							
	10 a.m.	Tara Hunt: Building Your Social Network	The Psychology of Establishing the Reality of Death					
	11 a.m.	ZE FRANK: FACEBOOK MAY NOT BE THE ANSWER						
	Noon	LUNCH WITH EXHIBITORS • NOON TO 3 P.M.						
	3 p.m.		Tearing Down the Sign		Enhancing Your Sales Communications	Pet Cremation Legal & Liability Issues		
4 p.m.			Techniques For Handling Tissue Gas	10 Things You Need to Tell Families But Are Afraid To	Developing a Pet Loss Support Group			
SAT	9 a.m.						Know Your Cremation Consumer	
	10 a.m.				Protecting Your Prep Room From Lawsuits	Best Practices, Part II	GRASP: A New Way to Arrange	
	11 a.m.		Marketing to Non-Profits & Seniors	Bacteria and Staph		Grief	Trust: The Cornerstone of Arranging	
	Noon	LUNCHEON & AWARDS: LEADERSHIP WORTH FOLLOWING • 12:15 TO 1:30 P.M.						
	1:45 p.m.		High Performance Cultures			Meeting the Needs of Today's Caregivers	Power-Full or Power-Less?	
	2:45 p.m.			Embalmng Difficult Cases: Parts I & II			Memorialization Options	
	3:45 p.m.		Good to Great Funeral Homes			"Ask the Veterinarian" Roundtable	The \$10,000 Cremation	
	7 p.m.	CLOSING RECEPTION • 7 TO 8 P.M.						
	8 p.m.	CLOSING DINNER • 8 TO 10:30 P.M.						

PROGRAM SESSIONS AT A GLANCE

TECHNOLOGY	GREEN SERVICES	MANAGING FOR SUCCESS	SERVING THE LATINO COMMUNITY	EVENT PLANNING	ADDITIONAL SESSIONS
FIRST TIMERS RECEPTION • 5:30 TO 6 P.M.					
GRAND OPENING RECEPTION • 6 TO 8 P.M.					
Cremation: Where Does It Fit In?					
					American Legacy Initiative: Preserve Our History
GENEVIEVE BOS: SECRETS OF MARKETING TO WOMEN					
LUNCH AT THE EXPO • 11 A.M. TO 2 P.M.					
Evaluating "Green" Products & Practices					Government & Legal Update
KEN GRONBACH: HOW TO PROFIT FROM THE DEMOGRAPHIC STORM					
IMSA EXHIBITOR'S RECEPTION • 5 TO 7 P.M.					
PRAYER BREAKFAST • 7:30 TO 8:45 A.M.					
Developing Green Cemetery Sections					Becoming a Known Shipper
				Hosting Receptions: A Caterer's "Insider" Advice	
ZE FRANK: FACEBOOK MAY NOT BE THE ANSWER					
LUNCH WITH EXHIBITORS • NOON TO 3 P.M.					
Tara Hunt, Ze Frank and Rob Heppell Panel Discussion			Customized Approaches to "Latino" Marketing		
Bringing Web 2.0 & Death Care Together, Part I		Avoiding Prefunding Pitfalls	Sociology of Latino Families		
		Perpetual Care Funds	Hard to Find Good People	Ethical Thinking for Today's World	
Internet Security 101	Conducting In-Home Funeral Services	Financial Stmtnts.	Sales Pay Plans	Fabulous Food: How Catering Affects Your Bottom Line	
ABCs of Social Networking					Dealing With the Unthinkable
LUNCHEON & AWARDS: LEADERSHIP WORTH FOLLOWING • 12:15 TO 1:30 P.M.					
Bringing Web 2.0 & Death Care Together, Part II	Capturing the "Green" Market			Event Planning Best Practices	Story of the Steel: Veterans & War Memorials
	Closing discussion	Marketing to the Mexican Community			
CLOSING RECEPTION • 7 TO 8 P.M.					
CLOSING DINNER • 8 TO 10:30 P.M.					

PROGRAM LEGEND

- General Session
- Special Event
- Pet Loss Services
- Cremation Arranging
- Green Services
- Technology
- Embalming
- Competing as an Independent
- Managing For Success
- Serving the Latino Community
- Sales & Marketing
- Event Planning
- Additional Sessions