














# PROGRAM SESSIONS AT A GLANCE

		GENERAL SESSION	COMPETING AS AN INDEPENDENT	EMBALMING	SALES & MARKETING	PET LOSS SERVICES	CREMATION ARRANGING		
<b>WED</b>	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.							
<b>THU</b>	8 a.m.	ICCFA Business Meeting (7:15 to 9 a.m.)				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.							
	<b>FRI</b>	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				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			
<b>SAT</b>	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				Power-Full or Power-Less?		
	2:45 p.m.			Embalmng Difficult Cases: Parts I & II		Meeting the Needs of Today's Caregivers	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		
ABCs of Social Networking				Fabulous Food: How Catering Affects Your Bottom Line	
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		Habla Hispanic Family Service?	Event Planning Best Practices	Story of the Steel: Veterans & War Memorials
	Closing discussion		Marketing to the Mexican Community	Closing Discussion and Q&A	
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