

AGENDA AT A GLANCE

Monday, April 20

5:30 – 6:00 p.m.

First Timers' Reception in the Expo

6:00 – 8 p.m.

Grand Opening Reception in the Expo

Tuesday, April 21

8:00 – 9:00 a.m.

Annual Meeting of Members

9:00 – 10:00 a.m.

General Session: Creating Customer Evangelists (Huba)

10:00 – 11:00 a.m.

General Session: The Bigness of Smallness (Moore)

11:00 a.m. – 2:00 p.m.

Lunch in the Expo

2:10 – 3:00 p.m.

Breakout Sessions

- Cracking the Networking Code (Lindsay)
- Government and Legal Updates—2 hours
- The Assassination and Funeral of Abraham Lincoln (Van Beck)—2 hours

3:10 – 4:00 p.m.

Breakout Sessions

- Time to Call an Audible: Adjusting to a Changing Playing Field (Coffey)
- Government and Legal Updates (continued)
- The Assassination and Funeral of Abraham Lincoln (continued)

4:10 – 5:00 p.m.

General Session: Your Brand: More Than a Slick Logo (Gober)

5:00 – 7:00 p.m.

IMSA Reception in the Expo

Wednesday, April 22

7:30 – 8:45 a.m.

Prayer Breakfast: God According to the World (ticket required)

9:00 – 9:50 a.m.

Breakout Sessions

- How to Survive and Thrive in an Uncertain Economy (Dawson)
- I Feel as Though I Know You (Byars)
- Seeing What Can't Be Seen—Maximizing Cemetery Revenue (Clark/DiBenedetto)

10:00 – 11:00 a.m.

General Session: Stick Yourself Out There: How to Get Noticed, Get Remembered and Get Business (Ginsberg)

11:00 a.m. – 2:00 p.m.

Lunch in the Expo

2:10 – 3:00 p.m.

Breakout Sessions

- Second Annual "Going Green" Symposium (Finkleman/Cattarin/Beal/Ledbetter)—2 hours
- What's Your Strategy? A Hands-On Workshop (Heppell)—2 hours
- Community Relations: Going Beyond the Chamber of Commerce (Miller/Schubert/Conroy)
- Organizing and Developing an Effective Prep Room (Newbern)

3:10 – 4:00 p.m.

Breakout Sessions

- Second Annual "Going Green" Symposium (continued)
- What's Your Strategy? A Hands-On Workshop (continued)
- Let's Play Ball (Perl)
- Protecting Your Business from Lawsuits in the Prep Room (Williams/Gee)

4:10 – 5:00 p.m.

Breakout Sessions

- Planning and Design: The Flexible Cemetery (Goodnoe)
- 25 Ways to Close the Sale (Miller)
- 101 Best Practices to Boost Your Bottom Line (Ludlum/Ludlum)
- No More Herding Cats: How to Bring Your Team into the 21st Century (Creedy)

6:30 – 7:30 p.m.

Awards Reception

Thursday, April 23

9:00 – 9:50 a.m.

Breakout Sessions

- The World of Advertising is Changing (Thompson)
- Preneed Due Diligence: Five Steps to Avoid Problems (Lemasters)
- How to Value a Funeral Home or Cemetery: A Hands-on Workshop (Isard)
- Cremation: "I Don't Want a Funeral, I Want a Cremation" (Julie Burn)

10:00 – 10:50 a.m.

Breakout Sessions

- What They Didn't Teach You About Marketing at Mortuary College (Katz)

- Preneed Case Study: Identifying Opportunities in Your Market (Cook/Lambert/Reichert/Strohofer)
- Fiduciary Best Practices for Investment Stewards (Severo)
- Cremation: Some Spend More than Others. Why? (Ramirez)

11:00 – 11:50 a.m.

Breakout Sessions

- What Works? (O'Sullivan/Shipper)
- Funeral and Interment in China (Wang/Krause)
- Top 10 Ways Your Trustee Keeps You Out of Jail (Williams)
- Cremation: Permanent Memorialization Options People Embrace (Lancaster/Gordon)

12:00 – 1:20 p.m.

Women's Forum Luncheon (ticket required)

Seventh Annual State Association Luncheon (ticket required)

1:30 – 2:20 p.m.

Breakout Sessions

- "I Knew I Was Buying a Casket, But Not a Vault" (Weigel)
- Are You Priced Right for 2009? (Rosenacker)
- Organizational Dynamics: Turning the Team You Have into the Team You Want (Taylor)
- Cremation: The Best of the Best Products and Processes (Montgomery)

2:30 – 3:20 p.m.

Breakout Sessions

- National Cemetery Administration Initiatives (Lenox)
- Research to Results: Conveying the Value of Your Products and Services (Lowery)
- Personnel Management: Hiring and Motivating Your Staff (Taylor)
- Cremation: Know Your Cremation Consumer (Gober)

3:30 – 4:45 p.m.

Breakout Sessions

- Pet Funerals: Going from Service to Sales (Flynn/Flynn/Knauf)
- Internet Panel: Using Your Web Site to Generate Leads and Sales (Johnson/Turkiewicz)
- Your Professional Liability Insurance Policy: Does It Give You "Sleep" Insurance? (Kubasak)
- Cremation: Walk the Talk—The ICCFA Code of Ethics (Krause)

7:00 – 10:00 p.m.

Closing Reception and Dinner