

## Obligations of Membership



Members of the ICCFA recognize that we have special obligations to the families and public we serve. As "Guardians of a Nation's Heritage," we pledge:

- To care for the remains of those entrusted to us with dignity, respect and professional skill, whether at a funeral home, crematory or cemetery.
- To honor the wishes of the deceased and their family and to serve all families with respect, understanding and confidentiality.
- To administer and safeguard all advance planning and permanent maintenance funds for their lawful and intended purpose.
- To protect and preserve all interment sites and relevant historical data entrusted to us.
- To be guided by the spirit and letter of all applicable laws and regulations set by governing bodies with jurisdiction over our activities in the ownership, management and operation of a funeral home, crematory, cemetery or related endeavor.

## Industry Leaders Agree...

Our ICCFA membership is a strategic component of our management philosophy. ICCFA provides us with many tools: the magazine, the sales conference, membership in the lot exchange program, and sales presentation materials that are effective and affordable.



—Nancy Lohman  
Lohman Funeral Homes, Cemeteries & Cremation  
Daytona Beach, Florida



ICCFA is one of the most profound institutions in our industry. There are so many great ideas and concepts, and so many industry leaders and instructors. If you're not a member, you're missing a grand opportunity.

—Allen Dave  
Allen Dave Funeral Directors & Cremation  
Tribute Center, Houston, Texas

I think you get a tremendous value for your membership dues. I have been a longtime member and I have salespeople join ICCFA because it is an investment in building your knowledge and your career. It's a dividend and a blessing.



—Gregg Williamson, CCE  
Rose Hills Memorial Park & Mortuary  
Whittier, California



I've learned more and expanded more as a professional through ICCFA than I ever did in the 20 years before I got involved. The membership dues could very well be 10 times what it is now. It's not a bargain, it's a gift.

—Todd Van Beck, CFuE  
A.S. Turner & Sons  
Decatur, Georgia

ICCFA's broadest appeal is to bring people from different elements within the industry and unite them to a common goal or purpose: to serve the consumer better. There's no other place in our profession that does this so effectively.

—Doug Gober  
Matthews International  
Casket Division  
Kenner, Louisiana

For anyone in the industry who needs some guidance, this is the place to be. If you have questions, everyone you ask will share with you the information they know. And if they don't know, they will refer you to resources where you can find answers to your questions.

—Denise Bullocks  
Oakridge-Glen Oak  
Cemetery & Cremation  
Hillside, Illinois

I would recommend that anyone join the ICCFA ... for a good understanding of what a code of ethics is within the industry, how to deal with families with integrity and how to run your business in a professional way.

—Bill Arlinghaus  
Chapel Hill Memorial  
Gardens  
Grand Rapids, Michigan

If this is what you're going to do, this is where you need to be. If it's going to be a career for you and not just a job, you need to be here with ICCFA.

—Ron Nestor  
Knollwood Memorial Park  
Canton, Massachusetts

## The Best in Education and Idea Sharing

**Find out why we are the only national industry association that keeps growing!**

Consistently rated the industry's top educational events, ICCFA's Convention and conferences are the best places to learn and meet colleagues who will help you solve your biggest challenges. With sessions covering every aspect of management, sales and operations, these events will put you leaps and bounds ahead of your competition.

### Wide World of Sales Conference

The ICCFA's Wide World of Sales is the world's largest preneed sales and marketing conference. Keynote addresses from top national sales trainers, "how-to" presentations by experts within our profession, hands-on exercises and a take-home binder filled with handouts will take your sales managers and counselors to new levels of success. To learn more, visit [www.wideworldofsales.com](http://www.wideworldofsales.com).

### Annual Convention & Exposition

The ICCFA Convention combines a mix of General Sessions on cutting-edge management topics with a slate of breakout sessions on specific operational and sales issues. The three-day Expo offers your best opportunity of the year

to meet face-to-face with supplier reps and examine the newest products and services available. Our Expo is known as the friendliest and most productive in the industry, with 300+ supplier booths and free food and drink throughout the show. Visit [www.iccfaconvention.com](http://www.iccfaconvention.com).

### Fall Management Conference

The ICCFA Fall Management Conference offers high-level programming geared toward top managers and executives, along with interactive CEO Symposium discussions and evening networking receptions.

### ICCFA University

ICCFA University combines five days of intensive classroom education with campus-style housing, networking and recreation to provide a unique experience within our profession. Students choose from among six colleges, or areas of study, and spend the full five days learning from experts in their area of concentration. Students tell us year after year that the camaraderie and commitment they find at "the U" have helped them turn a job into a career.



Our new Cremation Coaching Center, led by ICCFA Director of Cremation Services **Julie A. Burn, CCrE, CSE**, and special cremation counsel **Poul Lemasters, Esq.**, provides information and tools to help you better serve your cremation clients. Please visit [www.cremationcoach.com](http://www.cremationcoach.com) for more information about this benefit, available exclusively to ICCFA members.

# ICCFA

INTERNATIONAL CEMETERY, CREMATION<sup>®</sup>  
AND FUNERAL ASSOCIATION

## Helping You Succeed





**JUST \$245!**

## Special Introductory Offer Application for Membership

YES! I want to join this community of cemetery, cremation and funeral service professionals and begin taking advantage of these membership benefits right away!

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Primary ICCFA Contact \_\_\_\_\_  
 Title \_\_\_\_\_

Please indicate all types of businesses you operate:  Funeral Home  Cemetery  Crematory  
 Memorial Designer  Cremation Society  Other \_\_\_\_\_  
 Please indicate which business you wish to affiliate with the ICCFA at \$245\* (select one):  Funeral Home  
 Cemetery  Crematory  Memorial Designer  Cremation Society  Other \_\_\_\_\_

**TO THE BOARD OF DIRECTORS:** We accept this special membership offer of \$245 for one active membership in the International Cemetery, Cremation and Funeral Association for the period of one year from the date of approval, and hereby apply for admission as members of this association. If our application is approved, we agree to be governed by the bylaws of the association as they are now or may be hereafter amended. We further agree to abide by the ICCFA's Obligations of Membership (see back). We hereby certify that this company is being operated in compliance with all the statutory laws and ordinances of our state and local community as they apply to our operations. We understand that each membership includes a subscription to ICCFA Magazine (\$39.95 value).

Signature and Title of Company Executive \_\_\_\_\_  
 Payment Method:  Check (made payable to ICCFA)  
 Credit Card (circle one): MasterCard Visa Discover AmEx  
 Card # \_\_\_\_\_  
 Name on card \_\_\_\_\_  
 Security ID (3-digit # on back of card or 4-digit # on front of AmEx card) \_\_\_\_\_  
 Card's billing address/Zip Code \_\_\_\_\_

Dues payments to the ICCFA are not deductible as charitable contributions for federal tax purposes, but they may be deductible as a business expense.

\* If you wish to sign up more than one business or location, please complete a separate application for each.

**PLEASE COMPLETE AND RETURN THIS FORM WITH PAYMENT TO:  
 ICCFA, ATTN: MEMBERSHIP, 107 CARPENTER DR., SUITE 100, STERLING, VA 20164 • FAX: 703.391.8416**

# ICCFA: Join the Evolution!

Where will your company be this time next year? In five years? 10? 20?

The cemetery, cremation and funeral profession is undergoing profound changes. Those businesses that adapt will prosper, while those that do not may face extinction.

The ICCFA is the only association poised to help you adjust so that you can expand your business and your service to families. We're often called the "glass half full" organization, with members who actively seek out **what is possible**.

## Wealth of Ideas

The ICCFA offers you the best new information, first. That's because our members represent the leading edge in their markets and are known for their willingness to share.

**ICCFA Magazine**  
 The best publication in our profession, *ICCFA Magazine* offers practical, "how-to" information contributed directly from your

colleagues in the industry. Want to encourage full-service tributes among your cremation clients? Looking for new ways to honor veterans? Need advice on merchandising? Each issue is packed with articles from innovators who have tried something new and are willing to tell you how they did it.

**Online community**  
 Our member forums at [www.iccfa.com](http://www.iccfa.com) allow you to



ICCFA dues are like insurance payments—I can't afford *not* to be a member. My business wouldn't operate as well, and our customers wouldn't be served as well as they could be.  
 —Ernie Heffner, CFuE  
*Heffner Funeral Homes & Crematory, Inc. • York, Pennsylvania*

share ideas with colleagues from throughout North America and abroad. And our online Reading Room and Screening Room offer a growing library of resources that have been collected by the ICCFA for more than a century, including hundreds of video, audio and printed materials.

## Business Tools

You face many of the same business challenges as your industry colleagues, so there is no sense in reinventing the wheel. This is where your association membership really comes into play, and no other organization offers as many tools to help you as ICCFA.

### Free access to industry consultants

Through exclusive retainers with several attorneys as well as a forensic accountant, the ICCFA offers members authoritative telephone consultations on a variety of issues:

- cremation questions
- General Price List compliance
- human resource issues
- tax-related questions
- fraud prevention and detection

### Discounts on business essentials

Take advantage of volume savings the ICCFA can achieve on a variety of essential business expenses:

- music licensing
- credit card processing
- commercial/casualty insurance



I truly believe in the value of ICCFA membership. It has been an incredible learning experience for me. The networking opportunities and friendships I have made I have not found with any other organization.  
 —Katherine Scimmi • McKenzie & Blundy Funeral Home & Cremation Centre • Sarnia, Ontario, Canada

### Buyer's Guide & Annual Membership Directory

An invaluable industry resource, the ICCFA directory includes a one-of-a-kind index of individuals working in the profession and by far the most comprehensive listing of industry associations ever published. Additional highlights include a guide to suppliers categorized by product type, a directory of mortuary schools, listings of state regulatory agency contacts and more.

### Discounts on industry-specific training and sales materials

The ICCFA offers a full catalog of preneed sales presentation tools as well as dozens of books, videos and audio CDs on a variety of management, sales and operational topics.

## Government, Legal & Public Relations

Because the ICCFA represents every segment of our industry, we can approach government and legal entities and the media with a neutrality and legitimacy that individual businesses and less inclusive organizations often cannot. Your membership in the ICCFA helps support efforts such as:

- testimony before federal agencies and the legislature
- development of Model Guidelines for State Laws and Regulations
- "friend of the court" briefings
- mediation and consumer complaint resolution services
- letters to the editor responding to unfair media coverage



ICCFA represents an open sharing of information. It's formalized to welcome new people and make a special effort to include them in networking.  
 —Tim Hoff  
*Hoff Funeral & Cremation Service • St. Charles, Minnesota*



There are two words that come to mind when I think of the association: "progressive" and "learning." These are two reasons I will forever be a part of the ICCFA.  
 —Colleen Ellis  
*Pet Angel Memorial Center • Carmel, Indiana*



The people I have met at ICCFA have been so helpful and instrumental in starting our business. All of the information I have been getting is excellent factual information that I believe holds true in all countries and cultures.  
 —Fernando Aguilar  
*Los Parques • Guatemala City, Guatemala*

