

ICCFA UNIVERSITY



2022 College Program

July 22-27

Emory Conference Center Hotel

Atlanta, GA





Emory Conference Center Hotel at Emory University

1615 Clifton Road NE
Atlanta, GA 30329
Phone: 404.712.6000
Toll Free: 1.800.933.6679
Fax: 404.712.6025

Equipped with state-of-the-art technology, ample meeting space, conference dining facilities, and well-appointed guestrooms, the Emory Conference Center Hotel is an all-inclusive venue that will provide the perfect backdrop for learning from the best in the profession, connecting with colleagues from every area of the cemetery, cremation, and funeral service profession, and making the lifetime friendships that are the hallmark of the ICCFA University experience.

Room rate: \$165/night

**Secure your spot and
reserve your hotel
room at the 2022 ICCFA
University today at
iccfa.com/university**



Chancellor's Letter

I have had the pleasure over the past 28 years of seeing the University from all sides, first attending and graduating, then becoming a professor in several colleges, serving as dean of the College of Land Management & Grounds Operations for five years, and today I am honored to serve as your ICCFA University Chancellor.

Why is the ICCFA University so life-changing and one of the most revered educational programs in our profession? The program is more than just a training seminar or conference—it is an EXPERIENCE. The experience starts from the moment you arrive and actually continues for the rest of your career. The professors and fellow students you share the week with will become lasting friends. The memorable conversations with fellow students during meals are enlightening. Everything you learn will alter the lens through which you view the profession from that point forward. This is a situation where the whole is much more than the sum of its parts.

ICCFA University boasts eight colleges in tune with our profession today:

- ▶ College of 21st Century Services – Dean Glenda Stansbury
- ▶ College of Cremation Services – Dean Jim Starks, CFuE, CCrE
- ▶ College of Funeral Home Management – Dean Todd Van Beck, CFuE
- ▶ College of Hospitality & Customer Experience – Dean John Bolton, CCE, CCrE, CSE, CXE
- ▶ J. Asher Neel College of Sales & Marketing – Dean Daniel Thomas
- ▶ College of Land Management & Grounds Operations – Dean Gino Merendino
- ▶ College of Leadership, Management & Administration – Dean Gary Freytag, CCFE
- ▶ **New this year:** College of Technology - Dean Nick Timpe, CSE

The ICCFA University will be hosted at the Emory Conference Center Hotel at Emory University in Atlanta, Georgia. With state-of-the-art meeting rooms, excellent audio/visual technology, and fantastic dining spaces, the Emory Conference Center will be a perfect backdrop for this year's ICCFA University.

The ICCFA University is the ultimate educational opportunity in our profession. Everyone involved in the University is proud to continue this one-of-a-kind experience by which thousands have already enriched themselves, their firms, and ultimately their customers through superior, relevant and contemporary service. I encourage you to enroll in the 2022 session of the “U” to begin, or continue, your journey of professional development.

Jeff Kidwiler, CCE, CSE
ICCFA University Chancellor



All about the U

ICCFA University is a one-of-a-kind program designed by top experts in the cemetery, cremation, and funeral service profession. It offers a unique blend of intensive, practical classroom training and continual informal idea-sharing.

Quality Education

With on-campus housing and dining, ICCFAU offers a unique learning environment. Its eight colleges cover every area of management and operations, and classes are continually updated to include the latest innovations and techniques. Courses combine proven business theory with practical operational instruction, and the staff encourage ongoing participation and interaction.

Experienced Faculty

ICCFAU classes are led by top cemetery, cremation, and funeral service professionals. You'll receive practical, proven instruction from colleagues selected for their firsthand experience and knowledge of the daily challenges you face in your job. For a complete listing of faculty, see page 39.

Recreation & Networking

Students say one of the most valuable parts of ICCFAU is the opportunity to share ideas and fellowship with colleagues from every area of the cemetery, cremation, and funeral service profession.

Students from all eight colleges come together several times each day for breaks and to share. In the evenings, you can relax with fellow students in the lounge areas or outdoor fire pit.

At the Sports Night on Saturday, you'll find a good-natured rivalry among the students from all eight of the colleges.

Registration Procedures & Fees

Registration forms may be found on pages 36 and 37. Class sizes are limited and are accepted on a first-come, first-served basis. Registrations must be received by June 14. After this date, registration will be on-site only. Students whose registrations are received by June 14 will have their names included in the student directory.

Fees include all classroom training, materials and three meals a day starting with dinner on Friday and ending with breakfast on Wednesday, as well as refreshments during breaks and at the Sports Night on Saturday.

Accommodations

The ICCFA discounted room rate is just \$165 per night at the Emory Conference Center Hotel at Emory University. Students should make their own reservations. See page 2 for details.

Transportation

The closest airport to the Emory Conference Center Hotel at Emory University is Atlanta's Hartsfield-Jackson International Airport (ATL).

FAQs

Who is eligible to attend ICCFAU?

ICCFA University is open to employees of all cemeteries, funeral homes, crematories, supplier companies, and related businesses. Prior college attendance is not required. In general, it is designed for students who are:

- Company owners and chief executive officers
- Managers seeking to develop additional skills and knowledge in order to improve their techniques and operations
- Managers who are interested in moving into new areas of responsibility
- Managers new to the cemetery and funeral service profession
- Staff interested in advancing into management positions
- Staff interested in improving their skills to better serve their employers and their client families
- Suppliers who want to network and gain a better understanding of their clients' challenges

How does the four-year undergraduate curriculum work?

The ICCFA University is held for five days each July. Undergraduate students enroll in one of the University's eight colleges and spend the entire five days learning about that area of the profession. Students who complete four colleges become ICCFAU graduates (the CEO program does not count toward graduation).

Do I have to attend for four years?

No. Some students enroll for one or two years, attending just those colleges that are most relevant to their career. However, many students do choose to go on to study for four

years or more to broaden the scope of their knowledge.

What is the Master's Program?

The Master's Program allows ICCFAU graduates to return to the University and take personally selected courses from each of the colleges. Because the college curricula are continually refined to reflect changes in the profession, there are always updated courses and new information available for continued professional development. Students registering for the Master's Program must include a daily itinerary of their selected classes along with their registration.

What is the CEO Program?

Available to chief executives and company owners, the CEO Program allows top-level professionals to attend ICCFAU and take personally selected courses from each of the colleges. Students registering for this program are required to include a daily itinerary of their selected classes along with their registration. The CEO Program does not count toward graduation.

Can I earn CE credits and certification points at ICCFAU?

Yes. Funeral directors can earn up to 25 CE credits, pending individual state approval. Please note that due to onerous and/or expensive filing requirements, the ICCFA no longer applies for continuing education credits in Pennsylvania or Virginia. ICCFA members applying for the Certified Cemetery Executive, Certified Funeral Executive, Certified Cemetery Funeral Executive, Certified Cremation Executive and/or Certified Supplier Executive designations through the association's certification program will earn a total of 18 points toward certification upon completion of each college.

ICCFA Educational Foundation Scholarships

84 scholarships were awarded to the 2021 ICCFA University! The ICCFA thanks the following individuals and companies who contributed to the ICCFA Educational Foundation scholarship funds from 2019–2021:

ASD - Answering Service for Directors	Ray & Vivian Frew	Park Lawn Corporation
Bass-Mollett Publishers	Gables Capital Management, Inc	Regions Bank
Batesville Casket Company Inc.	Gaffney Group	Reichmuth Funeral Home
Robert & Jaroslava Boetticher	Global Atlantic Financial Co	SCI/Dignity Memorial Fund
Chase Parkway Memorial	Green Hills Memorial Park	Adam J. Sheer
ClearPoint Federal Bank & Trust	Hillside Memorial Park & Mortuary	Sheri Richardson Stahl
Coldspring	Hollingsworth & Brown, LLC	The Flowers Charitable Foundation
Danbury Memorial FH & Cremation Services	Homesteaders Life Company	The Tribute Companies
Davey Tree Expert Co./Davey Resource Group	Huehns FH & Cremation Services	The Wilbert Group
Eagle's Wings Air	Matthews International Corp	The Woodland Cemetery
Forest Lawn Memorial Parks & Mortuaries	Memorial Classic, Inc.	Trigard
	Michigan Memorial FH/Memorial Park	Vital Marketing, Inc. dba Crescent Memorial
	Nomis Publications Inc.	
	NorthStar/Memorial Park	



College of 21st Century Services

Dean Glenda Stansbury, CFSP

How do you respond to a family who says, “We don’t want a traditional funeral”? You’ll learn how to go beyond tradition with innovative offerings and become certified as a funeral celebrant trained to provide meaningful alternatives to clergy-led services.

Friday, July 22

2:00–5:30 PM

Registration & Check-in

4:30 PM

Orientation

5:00 PM

University Welcome Reception

6:00 PM

University Dinner

Saturday, July 23

8:00 AM

Breakfast

8:45 AM

Introductions

Glenda Stansbury

9:00 AM

Celebrant Training

Glenda Stansbury, CFSP and Kathy Burns

Celebrants offer an alternative to services provided by clergy for those families who are not affiliated with a church or who do not wish to have a traditional religious funeral service. They design services that are completely personal by incorporating those unique stories, songs, and experiences that defined the deceased. Celebrants schedule a special ‘family time’

meeting where the family can share memories, anecdotes, and defining moments in the loved one’s life. They then base the essence of the service on the remembrances of the family and encourage family and friends to participate. Celebrants develop a library of resources available for readings, music, ceremonies, and personal touches. They consult with the family to help them choose elements of the service that reflect their loved one. They are bound by a code of ethics for complete confidentiality in all dealings with the family.

10:30 AM

Break

11:00 AM

Celebrant Training (continued)

12:30 PM

Lunch

1:30 PM

Celebrant Training (continued)

3:00 PM

Break

3:30 PM

Celebrant Training (continued)

6:00 PM

Dinner

7:00 PM

Sports Night

Join your ICCFAU colleagues for a friendly game.

Sunday, July 24

8:00 AM

Breakfast

9:00 AM

Celebrant Training (continued)

10:30 AM

Break

11:00 AM

Celebrant Training (continued)

12:30 PM

Lunch

1:30 PM

Celebrant Training (continued)

3:00 PM

Break

3:30 PM

Celebrant Training (continued)

6:00 PM

Dinner

Monday, July 25

8:00 AM

Breakfast

9:00 AM

Celebrant Training (continued)

10:30 AM

Break

11:00 AM

Celebrant Training (continued)

12:30 PM

Lunch

1:30 PM

Celebrant Training (continued)

3:00 PM

Break

3:30 PM

Celebrant Training (continued)

6:00 PM

Dinner

7:00 PM

Student Night

Tuesday, July 26

8:00 AM

Breakfast

9:00 AM

Essentials of Public Speaking Basics

Carol Little

- › What is a presentation?
- › Principles of liking

10:30 AM

Break

11:00 AM

Essentials of Public Speaking Basics (continued)

Carol Little

- › Principles of authenticity
- › Body talk

12:30 PM

Lunch

1:30 PM

Essentials of Public Speaking Basics (continued)

Carol Little

- › Vocal techniques
- › Group presentations and feedback

3:00 PM

Break

3:30 PM

Essentials of Public Speaking Basics (continued)

Carol Little

- › Practice makes permanent

4:30 PM

University Graduation

5:45 PM

Graduate Reception

Wednesday, July 27

8:00 AM

Breakfast

9:00 AM

Summary Panel/ Q&A Best Practices with Firms Utilizing Celebrants

Glenda Stansbury, CFSP

10:00 AM

Presentation of Certificate



College of Cremation Services

Dean Jim Starks, CFuE, CCrE

Cremation doesn't have to mean "no service" or "no memorialization." You'll discover how to better serve families, improve cremation operations, and increase your company's cremation-related revenues. You'll also earn three types of certifications: operator, administrator, and arranger.

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2:00–5:30 PM

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4:30 PM

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5:00 PM

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6:00 PM

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Saturday, July 23

8:00 AM

Breakfast

8:45 AM

Introductions

Jim Starks, CFuE, CCrE

9:00 AM

Crematory Operator Curriculum

Larry Stuart Jr. & Poul Lemasters,
Esq.

In this training session, you'll learn how to operate a crematory retort properly and effectively and limit the liability for you and your company. This extensive training curriculum includes:

- › Explanation of professional & incinerator terminology
- › Discussion on the principles of combustion and incinerator criteria & design
- › In-depth look at the basics of operating cremation equipment, their general maintenance, and how to troubleshoot common problems
- › Overview of cremation and its impact on the environment
- › Examples of standard crematory forms and the importance of record keeping
- › Proper steps for identification
- › Exposure control, liability concerns, and risk management

10:30 AM

Break

11:00 AM

Crematory Operator Curriculum (continued)

12:30 PM

Lunch

1:30 PM

Crematory Operator Curriculum (continued)

3:00 PM

Break

3:30 PM

Crematory Operator Curriculum (continued)

Poul Lemasters, Esq.

6:00 PM

Dinner

7:00 PM

Sports Night

Join your ICCFAU colleagues for a friendly game.

Sunday, July 24

8:00 AM

Breakfast

9:00 AM

Administrator Curriculum: This & That

Jim Starks, CFuE, CCrE

When asked what topics past students would like to learn more about, a few stood out among the rest. Jim Starks will discuss:

- › Pet cremation
- › Case study of different low-end cremation providers
- › Different forms of memorialization and more

10:30 AM

Break

11:00 AM

Administrator Curriculum: The 4 Pillars for Success - What Every Leader Needs to Do to Maintain a Successful Cremation Business

Lori Salberg, CSE, CXE

When it comes to running any successful business, a leader should be focused on 4 key areas of performance:

- › Customer: Do you understand your customer needs, provide exceptional services, and do your customers agree?
- › Workplace: Does your staff go the extra mile to serve families and do you see the results at the bottom line?
- › Marketplace: How do you position yourself and how well do you compete in your market?

- › Financials: Do you understand how your enterprise value impacts your ability to remain competitive and do you have a financial strategy?

In this session, Lori Salberg will define the 4 pillars of a successful operation and share how to develop, deliver, and measure for performance and ensure growth in all 4 key areas.

12:30 PM

Lunch

1:30 PM

Tour: Real World Look at All Aspects of Cremation Providers

The tour will be at Leaf Cremation to see their crematory and cemetery, and Arlington Memorial Park to view their impressive cremation memorialization they have installed at the cemetery.

6:00 PM

Dinner

Monday, July 25

8:00 AM

Breakfast

9:00 AM

Administrator Curriculum: Cremation & Crematory Risk Management: Go Ahead. Don't Bother. I Dare You!

Jim Starks, CFuE, CCrE

Jim Starks will wow you with a riveting, real world presentation on operations and compliance. Failure to properly manage the risk of providing cremation services and/or operating a crematory is an invitation for disaster.

10:30 AM

Break

11:00 AM

Administrator Curriculum: Innovative Approaches to Cremation Consumers

Gary Freytag, CCFE

You've heard it a thousand times: cremation is the largest growth sector in the industry. So what are you doing to capture more of the cremation market? Find out from Gary Freytag, president & CEO of Spring Grove, one of the largest, historic and prestigious combination properties in the United States, what his

company is doing to serve cremation consumers in every aspect of the business, as well as some great ideas he's discovered from colleagues across the country.

Aspects to be discussed include cemetery development, funeral packaging, and processes targeted at addressing creation customer needs, such as:

- Approaches for cemetery offerings:
 - › Cremation-only development
 - › Memorialization policies
 - › Products that match demographics of cremation consumer
 - › Use of nature (entryways, plantings, layouts)
- Approaches for funeral offerings
 - › Packaging
 - › Presentation
 - › Ancillary items (jewelry)
 - › Key metrics to measure
 - › After-funeral reception offerings
- Integration of funeral/cemetery presentation in combination

12:30 PM

Lunch

1:30 PM

Arranger Curriculum: Reducing Your Liability to Add to Your Bottom Line

Poul Lemasters, Esq.

This seminar will focus on the Cremation Authorization Form and educate the arranger on why each section is critical. Participants will not only learn the importance of each section, they will also learn how to explain the sections to the family. There will also be examples of lawsuits that have cost providers millions.

3:00 PM

Break

3:30 PM

Arranger Curriculum: Cremation and Today's Consumer: Relevance Equals Revenue

John Bolton, CCE, CCrE, CSE, CXE

Cemeteries and funeral homes focus on serving families every day but how many are truly experience-driven businesses? How many of us truly understand what drives cremation consumers and how it should lead us in our decision making? During this engaging presentation, John Bolton will define what it takes to become an experience-driven business and how focusing future cremation development and offerings on customer experience helps drive revenue towards the bottom line.

6:00 PM

Dinner

7:00 PM

Student Night

Tuesday, July 26

8:00 AM

Breakfast

9:00 AM

Arranger Curriculum: Are Cremation Consumers Adapting or Creating Change?

Brent Thomas

In many cases, a consumer's perception of cremation varies from our own. Is this because their motivators and preferences are changing? Has the industry been adapting to meet their needs? While we've been changing to adapt to both at-need and pre-need cremation consumers, we might have missed the value of building a customer relationship. In this session we will explore insights of consumer motivators and how to adapt our arrangement process to build a relationship that allows them to discuss their preferences and desired outcome - making it comfortable to educate them about their options and merchandise choices.

10:30 AM

Break

11:00 AM

**Arranger Curriculum:
Know Your Cremation Consumer**

Doug Gober

Doug Gober is one of our industry's most motivational speakers. He will share groundbreaking research on what today's cremation consumers are looking for and what you can do to meet and beat their expectations.

12:30 PM

Lunch

1:30 PM

**Arranger Curriculum:
The Sky's the Limit - Getting
Creative with Cremation Families**

Mary Andres Russell

Cremation continues to grow as the choice for many families. As funeral professionals, we need to become experts in addressing this growing preference. This seminar is designed to provide you with inspiration and best practices to understand today's consumer and serve the needs of cremation families from the initial phone inquiry to the details of a memorable life celebration.

You will learn to:

- › Adapt and even thrive in change
- › Understand the values and consumer motivations of five generations of families
- › Communicate the value of your services
- › Engage callers through discovery questions
- › Partner with the family to create unique ceremonies

3:00 PM

Break

3:30 PM

**Arranger Curriculum:
The Sky's the Limit - Getting
Creative with Cremation Families
(continued)**

4:30 PM

University Graduation

5:45 PM

Graduate Reception

Wednesday, July 27

8:00 AM

Breakfast

9:00 AM

Bring it Together -Open Forum

Jim Starks, CFuE, CCRE

This open forum will revisit areas of importance that were covered in the three certification designations this week allowing students to:

- › Share their problems and solutions
- › Clarify topics covered
- › Ask questions on implementation
- › Build future networking with fellow students and faculty
- › Better understand what ICCFA has to offer for cremation

10:00 AM

Presentation of Certificate



College of Funeral Home Management

Dean Todd Van Beck, CFuE

Too many managers consider “creativity” someone else’s department. In funeral service, creative management is the key to differentiation. You’ll learn Dr. W. Edwards Deming’s creative service management system and its specific applications to our profession.

College of Funeral Home Management students will receive the Deming Manual, a Quality Assurance manual, and several additional instruction manuals.

Friday, July 22

2:00–5:30 PM

Registration & Check-in

4:30 PM

Orientation

5:00 PM

University Welcome Reception

6:00 PM

University Dinner

Saturday, July 23

8:00 AM

Breakfast

9:00 AM

The Legal Aspects of Funeral and Cemetery Service

Poul Lemasters, Esq.

When was the last time you reviewed your bylaws or articles of incorporation? Do they provide a foundation for consistent management? Do your rules and regulations support the management and appeal of your

funeral home? Are you federally compliant and shielded against liability by quality enhanced management practices? Are you using sound human resource practices to protect both management and staff? Gain solid legal education to help prepare you in important facets of funeral home management so you can effectively communicate, manage, and interest your staff and today’s savvy consumer.

10:30 AM

Break

11:00 AM

The State of the Union in Funeral Service

Todd Van Beck, CFuE

Your management philosophy can help guide you through your day-to-day decisions and navigate you through the tougher moments in management. However, the issue remains that few people in management take the time to establish their own management philosophy and instead “wing it” and manage reactively, responding to management issues on gut feelings, past experiences, and examples set by others who are also lacking a philosophy of management. In short, managers many times lack a management system.

This session is based on the management theories of Dr. Russell Herman Conwell, author of *Acres of Diamonds*, and the powerful management philosophy known as “The Worthy Ideal.” You will also be introduced to the cyclical management process known as “Learning, Unlearning, and Relearning” which is not an easy task to accomplish for adults.

12:30 PM

Lunch

1:30 PM

Meet Dr. W. Edwards Deming - The Deming Management System: Part A

Todd Van Beck, CFuE

In this session, you will be introduced to Dr. W. Edwards Deming the famous, or more correctly infamous management leader to developed "Total Quality Management." This introduction to Dr. Deming begins with you identifying your strengths and weaknesses as a management leader through a study of the book, *The Little Book of Funeral Service Leadership*. Topics covered in this assessment include the manager's integrity, respect, ability to change, resilience, belief in mission, character, confidence, vision, and management influence. There are 123 self-assessment exercises which you will be asked, but not required, to participate in. At the end of this session you will have a confidential assessment of your strengths and weaknesses in management.

3:00 PM

Break

3:30 PM

The Momentum of Management: Getting the System Reformed and Jump Started

Todd Van Beck, CFuE

This session is a continuation of the Deming system of Total Quality Management. Primary to Deming's system is what he called "Momentum of Management." Momentum of Management is comprised of four critically important steps which set the foundation for the rest of the Deming system. They are:

1. Visibility of the operation.
2. Knowledge of everybody involved.
3. Information that is shared.
4. Consistency in management.

6:00 PM

Dinner

7:00 PM

Sports Night

Join your ICCFAU colleagues for a friendly game.

Sunday, July 24

8:00 AM

Breakfast

9:00 AM

The 15 Points of Management

Todd Van Beck, CFuE

The Deming Management System is based on his famous fifteen points of management. Without a solid knowledge of these points the TQM system collapses. How many times have you met individuals with the titles of "manager," "president," "executive director" or "CEO" and they leave you feeling that you would NOT follow them into battle? How many times have you met "managers" who are supremely self-confident for no appreciable reason?

Effective and visionary leadership relies on having a management system and anchoring that system on a "worthy ideal." This is more than the manager showing up for work. Without a management system, managers can unwittingly and easily fall into the trap of making things up as they go along.

10:30 AM

Break

11:00 AM

The Problem "Rules of 10% - 80% - 10%": The 85% - 15% Management Worker Reality

Todd Van Beck, CFuE

Ah, problems! Dr. Deming is tough on managers who do not use a system, who fail to organize a system, and who make it up as they go along. Dr. Deming's problem rules are not a cake walk to explore and learn about. For example, Dr. Deming was of the expert thinking that 85% of things that go wrong in any company are the fault of managers making it up as they go along. This session explores the 800-pound gorilla that frequently exists in management which is having no management system at all. In the 21st century the idea is this: It is not enough to get the funeral done; it is not enough to wait for the phone to ring. Management must know what to do, and then implement the system to get it done, to accomplish the transformation, to make the phone ring or the computer light up.

12:30 PM

Lunch

1:30 PM

Plan, Do, Check, Act: The Seven Deadly Sins of Management

Todd Van Beck, CFuE

Dr. Deming was direct in his approach to implement Total Quality Management. First, quality must be identified (which we will do) and then the “Plan, Do, Check, and Act” approach needs implementation. At the end of this educational experience, you will walk out with a four-year navigation blueprint which has the “Plan, Do, Check, and Act” process done for you.

The Deming Total Quality Management system concludes with the exploration of Deming’s “Seven Deadly Sins of Management.” For example, one of Deming’s deadly sins is paying too much money for lawyers. Enough said.

3:00 PM

Break

3:30 PM

The Red Bean Experiment

Todd Van Beck, CFuE

Have you ever been given impossible instructions from management, such as “we must have ten more funerals by the end of the quarter!” In this very entertaining session, the class will voluntarily participate in Deming’s famous “Red Bean” experiment. Red Beans represent problems, and in the funeral profession red beans are honestly in abundance. At the end of this experiment, you will understand why Deming says 85% of everything that goes wrong is management’s fault, and why having a management system is so important.

6:00 PM

Dinner

Monday, July 25

8:00 AM

Breakfast

9:00 AM

Management Games: Brain Benders

Can brain games get adult learners to think? Can brain games serve as a good vehicle to get manager’s brains thinking? You bet they can, and they are also fun, and a welcomed diversion from Todd Van Beck’s droning on and on about funeral service. During this entertaining session, the goal is to combine active learning in management with game playing. So, come prepared to channel your inner child as we tackle such strange and odd games as the

Scavenger Hunt, the Misplaced Dot, the Delphi Decision Making game, the Management Bingo, and a few more!

10:30 AM

Break

11:00 AM

People: Goodness Gracious!

Todd Van Beck, CFuE

The greatest resource, asset, and blessing that we have in our profession is people. The greatest source of headaches, stress, and anxiety is, you guessed it, people. So, what is a manager to do? Todd Van Beck will share proven tools and processes that will expand your human resource management skills and improve the performance of your employees and thereby the success of your funeral home or cemetery. On the agenda for the day:

- › The system of interviewing and recruiting
- › Creating a meaningful and useful staff meeting
- › Using job descriptions to make your management life much easier
- › “The A-Z Staff Training Program”

Just follow the instructions.

12:30 PM

Lunch

1:30 PM

Train the Trainer: A Program for Managers

Todd Van Beck, CFuE

One of Dr. Deming’s favorite sayings was “Train, train, and train.” Having a dependable, consistent, and meaningful internal training program has proven to reduce the legal liabilities that funeral homes and cemeteries can face and is also an excellent way for managers to communicate their expectations, procedures, and policies with their staff. Surveys consistently show that managers who know how to train can keep staff longer, have less human resource headaches, and generally have a more productive and pleasant work environment. This session will explore the principles of adult learning, the fundamentals of communicating expectations, how to establish orientation programs for new hires, and the importance and benefits of a properly designed job training program.

3:00 PM

Break

3:30 PM

The “How-to” Systems

Todd Van Beck, CFuE

One consistent question at the end of our college is, “This stuff is great, but how do I get started?” In this session you will be introduced to the turn-key programs that are user-friendly enough that you can take them home and use them immediately. The range of our “How-to System” is impressive. From how to deal with upset clients, to implementing an economic family satisfaction survey program, to how to establish a low-cost low-liability effective aftercare program. You will receive over a dozen “How-to” programs.

6:00 PM

Dinner

7:00 PM

Student Night

Tuesday, July 26

8:00 AM

Breakfast

9:00 AM

Economic Visibility for Your Company: Master Implementation/Navigation Plan

Todd Van Beck, CFuE

Now that you have learned about the Deming Total Quality Management system and our “How-to” systems this session will bring everything together and show you step by step how to implement the entire program. You will leave with in your hands a four-year management implementation program that will improve the visibility of your company, enhance the information you are putting out in the community, inspire your team to be more attentive to the mission of your company and do all of this in a planned and consistent manner. This session is the glue, cement, mortar, and road map for everything to get done that you have learned.

10:30 AM

Break

11:00 AM

Community Outreach Programs: Part A

Todd Van Beck, CFuE

One sure way to create positive visibility and publicity for your funeral home is to host creative community outreach programs. In this session you will learn another “How-to” system.

We will explore innovative community ideas, complete with detailed instructions complete with sample advertisements, social media procedures, letters, and timelines.

12:30 PM

Lunch

1:30 PM

Community Outreach Programs: Part B

Todd Van Beck, CFuE

Sample programs include:

- › Cemetery Art for the Art History Class
- › Bird Watching Day
- › Charity Car Wash
- › Christmas Activities
- › Photo contest and Awards Day
- › Historical Tour
- › Easter Activities
- › Landscaping and Gardening Seminar
- › Flower Walk Sunday
- › Rubbing Markers
- › Field Studies for Science Classes
- › Pumpkin Decorating

3:00 PM

Break

4:30 PM

University Graduation

5:45 PM

Graduate Reception

Wednesday, July 27

8:00 AM

Breakfast

9:00 AM

Final Thoughts

Todd Van Beck, CFuE

- › How to do a great “lunch & learn” program through the funeral home
- › How to give a great community presentation

10:00 AM

Presentation of Certificate



College of Hospitality & Customer Experience

Dean John Bolton, CCE, CCrE, CSE, CXE

Going into its fourth year, this college is designed to give students a foundation in funeral home/cemetery hospitality and catering management. Topics range from basic event planning to interpreting financial budgets, leadership, and catering team management.

Friday, July 22

2:00–5:30 PM

Registration & Check-in

4:30 PM

Orientation

5:00 PM

University Welcome Reception

6:00 PM

University Dinner

Saturday, July 23

8:00 AM

Breakfast

9:00 AM

Intro to CX and Hospitality

John Bolton, CCE, CCrE, CSE, CXE

While this is a newer college at ICCFAU, the concept of being hospitable has a long and rich tradition in and out of funeral service. Historic names like Marriott, Hilton, and Ritz have made hospitality and customer service the foundation of their empires. In this kick-off class, John Bolton will walk students through the foundations of hospitality in the funeral industry and define the importance of creating an experience for the families you serve.

10:30 AM

Break

11:00 AM

A Beginner's Guide to Building World Class Hospitality

Darin Drabing

So you want to entertain? Seems like everyone's doing it! You've read the articles about post-service receptions, buffet lines, hors d'oeuvres during visitations, and guests drinking beer, wine, and cocktails in the lobby? You're concerned your business is falling behind. You don't have any extra space and you can't afford to build a new building, but how do you catch up, where do you start, and is it even something you should do? Relax. You can do this and we can help. Join us for a look at the basics required to join the 'party'. In this interactive session, we will probe the important issues, challenge long held beliefs, and find creative answers to the questions that are required to move your business to the next level.

12:30 PM

Lunch

1:30 PM

Customer Experience: Strategies for Success

John Bolton, CCE, CCrE, CSE, CXE and Lori Salberg, CSE, CXE

Customers are now driving the business bus and we as an industry are lagging behind. Everything about the traditional business model is changing due to the demand of customers. Customers have more information at their fingertips and have a true sense of how they

want to celebrate a life. In this session, John Bolton and Lori Salberg will outline the key strategies for developing a successful customer experience model and how these strategies should drive your hospitality model moving forward.

3:00 PM

Break

3:30 PM

Who Are We Serving? Your Customers, Their Journey

Lori Salberg, CSE, CXE

Through our rich history of service, we have developed a picture of who we serve in our minds but, more and more, our customers are not always who we think they are. Are we targeting the right people in our businesses? Who are the consumers that want a different kind of funeral service including hospitality? Lori Salberg will walk you through developing customer personas and how you can relate those personas to growing your hospitality business.

6:00 PM

Dinner

7:00 PM

Sports Night

Join your ICCFAU colleagues for a friendly game.

Sunday, July 24

8:00 AM

Breakfast

9:00 AM

Journey Workshop

John Bolton, CCE, CCE, CSE, CXE and Lori Salberg, CSE, CXE

Since the customer journey is so important in driving revenue through customer experience, John Bolton and Lori Salberg will lead a hands-on workshop so students can actually create a customer journey specific to their location and their customers. By the end of the workshop, students will be able to take the information back to their operations and lead a journey workshop for their staff.

10:30 AM

Break

11:00 AM

Beyond the Service and Where to Begin

Lauren Blevins, CCFE

As we progress inside our shifting industry that's moving toward a hospitality mindset, how do we begin? Implementing a new way of doing business can be the most challenging part of the process from catering to specialized services. Lauren Blevins will provide clear how-to steps and share how she started as well as what she learned from some of her winning solutions and ideas that flopped. Embracing change will not only affect our personal lives but can have a profound impact on our businesses if our teams believe in it.

12:30 PM

Lunch

1:30 PM

Using Graveside Catering to Create a WOW for Your Families

John Gouch Jr.

No event center? No funeral home? No formal reception area? NO PROBLEM! In this informative and interactive class, learn how we take our graveside services to another level. We will discuss the idea behind graveside catering, equipment needed for a successful program, and how the concept helps generate leads for future business.

3:00 PM

Break

3:30 PM

Hospitality Workshop

Lauren Blevins, CCFE, and John Gouch Jr.

These two experienced experts will lead students through a hands-on workshop to outline and present an actual food and beverage event for their cemetery or funeral home. Students will pick from a variety of catering events so Lauren Blevins and John Gouch Jr. can walk them through the planning, budgeting, and implement phase of each event.

6:00 PM

Dinner

Monday, July 25

8:00 AM

Breakfast

9:00 AM

Hospitality Isn't Just About Being Nice! The Legal Liabilities and Risk Management in Hospitality Service

Poul Lemasters, Esq.

Consumers demand more and more from businesses and it is no different in deathcare. Providing a funeral is just the first step. As providers today, we are offering more from catering and receptions, to travel, and even lodging. However, offering all these services comes with an entirely new set of risks. Do you need a license to serve food? If alcohol is available, then who is responsible? Does your insurance cover events outside of the funeral? Not knowing or understanding these as well as many more issues could cost you more than a bad review on Yelp!

10:30 AM

Break

11:00 AM

“Everybody Eats!”

Morgan Smith and Scott Young

Did you know, on average, a family will gather to eat between seven and nine times from when a death occurs to when services conclude? In this session, we will discuss how to build value for catered events and receptions at the funeral home with both our internal (funeral directors and staff) and external customers (our client families).

12:30 PM

Lunch

1:30 PM

Recipe for Success

Morgan Smith and Scott Young

Having all the right ingredients is mission critical. In this session, we will provide helpful insight into finding the right partner, creating menus that work for your space and your community, determining pricing, and setting key performance indicators.

3:00 PM

Break

3:30 PM

Is It Worth It?

Lori Salberg, CSE, CXE

So, you've taken the plunge and added a comprehensive hospitality program and maybe even built a world-class facility...now what? In this highly informative session, we will take a look at how to determine true value in your business and fully understand how the contribution of hospitality can impact that value. What is the right amount of money to spend? What would financing look like? What is the impact of increased sales average? Lori Salberg will lead you to answers to these questions and much more!

6:00 PM

Dinner

7:00 PM

Student Night

Tuesday, July 26

8:00 AM

Breakfast

9:00 AM

Let's Get Cooking! 10 Key Ingredients You Need to Know About Your Hospitality Facility

David Krall

Is your funeral or cemetery business looking to remain relevant with today's consumer by adding a hospitality facility? Are you looking to build a hospitality center to welcome guests for food and drink before, during, and after a funeral? Do you want to spice up your facility? Come learn about the 10 key ingredients that will help you create positive experiences for the families you serve from David Krall who built a hospitality facility in his cemetery.

10:30 AM

Break

11:00 AM

Successful Cemetery Events 101

Phil Zehms

Location events can go far beyond our traditional Memorial Day services or Christmas candlelight services. Phil Zehms will walk you through the basics of putting together a successful community event, from creative idea generation, setting a budget, creating timelines, event promotion, staffing, event follow up, and ROI.

12:30 PM

Lunch

1:30 PM

Cemetery Event Workshop

Phil Zehms

In this hands-on workshop, students will actually come up with a creative event idea, set a budget, plan the event, and generate an ROI statement to justify the event. When they return to their location, they will have a specific program ready to go!

3:00 PM

Break

3:30 PM

Putting it all Together: Your Recipe for Success

John Bolton, CCE, CCrE, CSE, CXE,
and Lori Salberg, CSE, CXE

John Bolton and Lori Salberg will put the icing on the cake to help students develop a strategic CX plan and how the resulting programs from that plan will create a top-notch hospitality program.

4:30 PM

University Graduation

5:45 PM

Graduate Reception

Wednesday, July 27

8:00 AM

Breakfast

9:00 AM

From Scratch - Building a Successful Funeral Business from the Ground Up

Doug Gober

If you were starting over beginning with a blank sheet of paper, a big pile of money, and no preconceptions, what kind of business would you design to serve 21st century funeral customers? How would it compare to the funeral home/cemetery of today? Doug Gober will look at all the elements that would make up the new funeral and cemetery business, including facilities, staffing, products, and services plus the capital required to put it all in place. He will look at what we can learn from the funeral home or cemetery of tomorrow and how we can put it to work in our businesses today.

10:00 AM

Presentation of Certificate



College of Land Management & Grounds Operations

Dean Gino Merendino

Exceptional cemetery service starts with the grounds and operations department. Without effective land management and a commitment to an attractive, well-maintained property, there will be no sales or service. You'll learn how your grounds management team can succeed and continuously improve interments, landscaping, buildings, grounds maintenance, and exceptional client experience and satisfaction.

Friday, July 22

2:00–5:30 PM

Registration & Check-in

4:30 PM

Orientation

5:00 PM

University Welcome Reception

6:00 PM

University Dinner

Saturday, July 23

8:00 AM

Breakfast

9:00 AM

Exceptional Cemetery Maintenance - Experience the Difference!

Gino Merendino

A cemetery's maintenance operations, procedures, and resulting outcomes are the defining experiences for families that enter our gates. What is exceptional cemetery maintenance and why does it matter? We'll kick off our week together with high energy and a dynamic look at what we are doing to enable

meaningful experiences at our cemeteries and share collective ideas on how to improve our efforts.

10:30 AM

Break

11:00 AM

Creating a Committal Service that Everybody Talks About

John Gouch Jr.

Successful cemeteries create great community events that bring visitors into the cemetery and have them leaving in awe. John Gouch Jr.'s cemetery has that experience designed into every committal service performed. He will share his step-by-step process so you can exceed customer expectations and create a buzz in your community for every funeral you service.

12:30 PM

Lunch

1:30 PM

Using Job Hazard Analysis (JHA) for OSHA Compliance

Jeff Kidwiler, CCE, CSE; Poul Lemasters, Esq.; & Gino Merendino

OSHA compliance requires managers to implement an OSHA program for their cemetery workers. Compliance means documentation and

training which will help with daily operations and preparation for the next pandemic. Participants will learn how to perform a detailed Job Hazard Analysis (JHA) for entombments, mowing, trimming, driving, and burials.

3:00 PM

Break

3:30 PM

Applying Technology to Cemetery Operations

Nick Timpe, CSE

Smooth cemetery grounds operations is critical to providing a high level of service and care to families. In this session we will explore the intersection of operations and technology. Equipping and empowering team members with the right technology can streamline work orders, automate communication across teams, make records and maps accessible from the field, enable staff to serve families on the fly, provide accountability for work quality, ensure follow-up to the families in our care, and more. We will review practical steps that you can take to leverage technology for your firm.

6:00 PM

Dinner

7:00 PM

Sports Night

Join your ICCFAU colleagues for a friendly game.

Sunday, July 24

6:30 AM

Breakfast

7:15 AM

Cemetery Tour

Tour of beautiful Arlington Memorial Park Cemetery which has evolved to meet the changing needs of the community, while maintaining its small-town charm. The picturesque grounds cover 122 acres of rolling hills, mature trees, and two sparkling lakes. It is truly breathtaking.

8:30 AM

Train the Trainer

Gino Merendino

Learn how to share your knowledge and experience so your staff can be as proficient as you are in operating equipment. Utilizing a backhoe, this class will use the same master of motion principle used by Michelangelo and Leonard da Vinci to minimize training time for your employees.

10:30 AM

Break

11:00 AM

Train the Trainer (continued)

12:30 PM

Lunch

1:30 PM

Cremation: Changing the Face of Traditional Memorialization

John Bolton, CCE, CCrE, CSE, CXE

We now live in a world where deleting history is more important than celebrating it. Is this also true for memorializing our loved ones? Is a gray headstone or a brown flush memorial the best way to remember our loved one? What is the true meaning of memorialization and how does it fit in at your location? Are we truly offering meaningful memorialization that is relevant to today's client family? Discussion topics will include looking at what we have done in the past, what we should do in the future, overcoming current obstacles like, "we can't change our rules and regulations," increasing memorialization sales, how maintenance can play a role in meaningful memorialization, how cremation has affected how we memorialize, and what is considered relevant in today's society.

3:00 PM

Break

3:30 PM

Sustainable Practices for Landscape Management

Doak Marasco

From trees and songbirds to turfgrass and flowering plants, cemetery grounds evoke feelings of peace and hope and provide a sense of place and purpose. However, caring for these landscapes requires thoughtful planning and technical knowhow. In this session, we'll share best management practices that lead to healthier and more sustainable landscapes. We'll also discuss how "being green" relates to today's consumer and how you can promote your "green assets" to attract new customers.

6:00 PM

Dinner

Monday, July 25

8:00 AM

Breakfast

9:00 AM

Healing Grief

Todd Van Beck, CFUE

Lack of compassion is usually caused by a lack of understanding. Learning more about grief and bereavement allows us to be more empathetic. In this session, we will explore the journey of grief. Discover the ways in which our mourning traditions emerged, how our profession has evolved, and the ways in which we can assist our families in moving toward healing.

10:30 AM

Break

11:00 AM

Arlington National Cemetery: Restoring Honor

Jack Lechner, CFSP

Arlington National Cemetery is the most visited cemetery in the United States. It is the first destination for dignitaries and heads of state. The problem with operating such a prominent cemetery is the increased pressure to get things right every time. This course will discuss the modernization of technology, and the processes and procedures learned from the Pentagon and forty years of experience in the deathcare profession. The goal is to perform flawless funerals in order to avoid disappointed families and public relations nightmares.

12:30 PM

Lunch

1:30 PM

Transforming Deathcare Education

Jack Lechner, CFSP

The deathcare profession is dynamic and funeral professionals must be willing to assimilate to the changing needs of their consumers. They cannot rely on old religious traditions to achieve success. Many people are no longer choosing services and are open to other options to honor their loved ones. Updating deathcare curriculums is paramount to providing the best services to the families we serve. Mortuary colleges are prepared to meet that task with new cremation education classes and adopting hospitality and celebrant methods to meet the needs of the consumer as well as funeral professionals.

3:00 PM

Break

3:30 PM

Modern Cemetery Development

Gary Freytag, CCFE

Customer needs continue to evolve and cemeteries must adapt their product offerings to meet these preferences. Cemeteries must also balance aesthetics with density and revenue generation. Gary Freytag has traveled extensively through North America to see the most effective design concepts in a variety of markets. He will share Spring Grove's long-term approach to cemetery development and how its approach has evolved to embrace several common principles that appeal to the needs of the cremation customer.

6:00 PM

Dinner

7:00 PM

Student Night

Tuesday, July 26

8:00 AM

Breakfast

9:00 AM

Internal Relationships and Compassion Fatigue

Dr. Adam Cooper

How valuable is it to your organization to have all departments working in harmony? Some experts suggest it is extremely valuable not only to customer satisfaction, internally and externally, but to your bottom-line profitability. In this session, you'll learn the keys to developing effective internal relationships to help you drive a positive, productive organization.

10:30 AM

Break

11:00 AM

Graveside Safety

Gino Merendino

Students will review OSHA regulations for excavating graves, cemetery hazards, and accident prevention. Students will receive a USB drive with documents on gravesite safety, which you can take back to train your entire maintenance staff to help fulfill your OSHA training requirements. The USB comes with a user guide, instructor notes, student handouts, and a quiz for completion certificates.

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12:30 PM

Lunch
.....

1:30 PM

Cemetery Liability Issues

Poul Lemasters, Esq.

This session will address a broad range of potential liability issues related to cemeteries and land management. We'll examine risk and liability in a number of different contexts and from the perspective of various parties. The session will stress disclosures and procedures designed to prevent or mitigate liability.

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3:00 PM

Break
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3:30 PM

Internal Relationships (continued)

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Dr. Adam Cooper

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4:30 PM

University Graduation
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5:45 PM

Graduate Reception

Wednesday, July 27
.....

8:00 AM

Breakfast
.....

9:00 AM

Wrap-Up

Jeff Kidwiler, CCE, CSE & Gino Merendino
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10:00 AM

Presentation of Certificate



College of Leadership, Management & Administration

Dean Gary Freytag, CCFE

The cemetery, cremation, and funeral service profession is changing and so are the skills needed to manage and lead effectively. You'll receive solid, relevant, results-focused training targeted at today's required core competencies.

Friday, July 22

2:00–5:30 PM

Registration & Check-in

4:30 PM

Orientation

5:00 PM

University Welcome Reception

6:00 PM

University Dinner

Saturday, July 23

8:00 AM

Breakfast

9:00 AM

Become a Leader Worth Following!

Darin Drabing

In this introductory session, we'll explore the many facets of leadership including the journey of an individual contributor to supervision, the skills necessary for the effective practice of management, and the artistry displayed in becoming a leader worth following. We will discover the motivations that drive us toward success and those that may stand in our way. We will learn to embrace the responsibilities of followership and to harness our energies and emotions into productive behaviors that can transform your employees and your organization.

10:30 AM

Break

11:00 AM

A Case Study in Leadership

Gary Freytag, CCFE

This course will challenge the class to take on a leadership crisis taken from real life events. Students will team up to recommend viable solutions to the CEO while dealing with human resource, legal, and operational repercussions. This course will help evaluate and benchmark your leadership effectiveness and help you develop your leadership ability.

12:30 PM

Lunch

1:30 PM

The Facebook Formula: Secrets for Taking Your Business Viral on Facebook

Zachary Garbow

To most deathcare professionals, Facebook remains a mystery. But understanding the secrets of how the world's largest social network operates is the key to taking your message viral. This class will uncover the secrets behind how Facebook determines who sees your content and how you can use that insight to expose your business to even more people within your community.

Further, you will learn actionable methods for using your Facebook Page as an effective

marketing channel: one that can ultimately result in customer growth, community outreach, and even pre-need leads.

By the end of this class, you'll walk away with the knowledge and actionable advice necessary to grow your Facebook fan base and dramatically increase its engagement and effectiveness.

3:00 PM

Break

3:30 PM

Our Greatest Assets

Mark Brown & David Kelley

We've all heard and believe the statement that "employees are a company's greatest asset". As managers and employers, are we doing the things to retain and develop those assets? Are we embracing our competitive advantage and providing the encouragement, incentives, and opportunity for our employees to be an integral part of the company's mission?

This course will introduce you to the latest trends, best practices, and tools to assist with developing a work culture that is conducive to achievement and engagement. Topics will include performance management, hiring practices, retention, morale, and the importance of consistent policies and procedures.

6:00 PM

Dinner

7:00 PM

Sports Night

Join your ICCFAU colleagues for a friendly game.

Sunday, July 24

8:00 AM

Breakfast

9:00 AM

Communication and the Art of Effective Feedback

Carol Little

We all know that powerful communication is essential to strong leadership but what is powerful communication and how can you effectively deliver feedback so your team will actually receive and benefit from it? Carol Little brings 15+ years of experience as a Certified Master Trainer and Public Speaker to these questions to help you improve the way you communicate with your team. In this workshop, she will discuss:

- › The essential elements of feedback

- › How, when, and where to deliver feedback
- › How to address problems and get your team to buy into the solutions
- › The "Feedback Sandwich"—What it is and how to serve it up

10:30 AM

Break

11:00 AM

First Let's Kill All the Lawyers!

Gary Freytag, CCFE

How often do you wish you could take Shakespeare's advice before dealing with difficult employee situations? As an employer/manager, are you at wits end with HR matters disrupting day-to-day operations? Do you have an employee handbook? Are its policies and procedures helping or hindering you from dealing appropriately with bad behavior? Are you unknowingly undermining your company culture? As an employer/manager it's important to have a basic understanding of how to react when you are confronted with different HR situations. This interactive session will present HR scenarios that will help you to think on your feet and exercise prudent judgment while keeping you out of court.

12:30 PM

Lunch

1:30 PM

Trust as a Manager

Ashley Freeman

New managers are typically promoted for their individual contributor skills, but six out of ten of them receive no formal training on how to manage people. In this session, we cover the most important and foundational interpersonal skill for a cohesive and productive team – building trust – with practical application tips you can apply to your team to enhance engagement and productivity.

3:00 PM

Break

3:30 PM

Navigating Difficult Conversations

Ashley Freeman

We all have that one conversation we know we need to have but have been avoiding. This session is a call to action that provides practical tools for that conversation so that you can move forward successfully through it while diffusing defensiveness, resulting in enhanced relationships and improved communication in both your personal and professional life.

6:00 PM

Dinner

Monday, July 25

8:00 AM

Breakfast

9:00 AM

Leadership & Communication – Own it!

Robbie Pape

Are you deliberate in how and what you communicate? During this session, Robbie Pape will help us become aware of our 'communication comfort zones' using the DISC Assessment. This session will provide you with communication basics, an understanding of the habits that hold us back, and the immense power that choice has in our lives both professionally and personally.

10:30 AM

Break

11:00 AM

Community Outreach: Setting Your Company Apart

Debbie Budke

Are you doing everything you can to build your company's ties into the community? Is your organization the first one families think of in a time of need? Spring Grove Cemetery gets between 20,000 and 30,000 visitors per year—for reasons other than funerals and burials. This course will explore the variety of ways Spring Grove builds its presence and positive awareness, including everything from grief programs, events, and tours, to car shows, Segways, and Facebook.

12:30 PM

Lunch

1:30 PM

Using Your Strengths to Prevent Burnout

Ashley Freeman

When was the last time you felt truly alive after work? In this session, you will define what your strengths are, learn how to apply them in your life and work, and understand research-based methods for using them to feel fulfilled and fueled even after the busiest and most draining days.

3:00 PM

Break

3:30 PM

Crafting Your Career Purpose Statement

Ashley Freeman

Most of us have a loose understanding of our ideal career path, but what if you could clarify your career purpose into a single statement? This interactive and reflective session walks you through the components that make up a career purpose statement and leaves you with a draft statement to share and refine with colleagues and loved ones so that you can find more joy, fulfillment, and energy in your everyday career journey.

6:00 PM

Dinner

7:00 PM

Student Night

Tuesday, July 26

8:00 AM

Breakfast

9:00 AM

Funeral Home and Cemetery Accounting: Keys to Affecting Your Bottom Line

Bill Williams Jr.

Profit is all about increasing revenue and decreasing expenses but what are the standards against which you can benchmark yourself? How often does your company truly analyze its expenses? Do you sometimes wonder whether there are line items you should be taking a keen look at but are missing? In this session, we will examine critical expense items, including how to manage them, ideal ways to reduce them, and industry norms to benchmark against them.

10:30 AM

Break

11:00 AM

Business Law: A Funeral Home and Cemetery Legal Outlook

Poul Lemasters, Esq.

As a manager, you are called upon to make many decisions but do you know if your decisions are legally sound? Are you aware of common hiring and firing legal issues and how to avoid them? Do you know how to handle HR issues so that you are paving the way for a good legal foundation versus creating a lawsuit? When it comes to recordkeeping, do you know what to document and what to avoid? Gain the knowledge, the legal knowledge,

to understanding the legal risks, and, more importantly, the steps to avoid legal pitfalls that run with the day-to-day job of management. From customer complaints to demand letters, this will not only help cover the basics but it will also help CYA.

12:30 PM

Lunch

1:30 PM

Your Marketing & Branding Mantra: Building Customer Loyalty

Doug Gober

When people hear your company's name, what thoughts or emotions are evoked? In this class, we will learn about how our actions and interactions can positively impact the development process of lasting customer loyalty. Doug Gober will pull together a variety of key branding considerations and apply them directly to cemeteries, crematories, and funeral homes. We will examine each potential point of customer contact within your business and delve into how each of these impact our existing and potential customers. Discover how this integrated branding concept can help you differentiate yourself in your marketplace.

3:00 PM

Break

3:30 PM

Corporate Culture: How Strong Is Your Foundation?

Gary Freytag, CCFE

Corporate culture is difficult to define but critical to an organization pursuing excellence. How do organizations define and build a positive culture? Are you a "Me" or a "We" company? How does culture help guide every employee in day-to-day decision making? This class will delve into the key elements of building a positive, self-sustaining culture that supports the business and improves employee engagement. We will examine how leaders, through their decisions and actions, can nurture or undermine culture.

4:30 PM

University Graduation

5:45 PM

Graduate Reception

Wednesday, July 27

8:00 AM

Breakfast

9:00 AM

Corporate Culture (continued) Best Practices Q&A

Gary Freytag, CCFE

10:00 AM

Presentation of Certificate



J. Asher Neel College of Sales and Marketing

Dean Daniel Thomas

The principles of sales and marketing don't change; only technique and application do. Learn how to take the tried-and-true principles of cemetery and funeral sales and apply them within today's highly mobile, multi-cultural, high-tech, information-driven marketplace.

Friday, July 22

2:00–5:30 PM

Registration & Check-in

4:30 PM

Orientation

5:00 PM

University Welcome Reception

6:00 PM

University Dinner

Saturday, July 23

8:45 AM

Introductions

Daniel Thomas

9:00 AM

Welcome and Class Outline

Daniel Thomas

10:30 AM

Break

11:00 AM

Discovering Your Secret Numbers and How to Use Them Daily

Mitch Bennett

Do you know exactly how many salespeople you should have? Are you sure? Of the people you

have, what activities and outcomes should they be achieving every day? If your salespeople ask “how can I earn more?”, do you just say “make more sales” or do you have a method to show them exactly what they need to improve to make their sales and income more controllable? If not, this is the class you must attend.

12:30 PM

Lunch

1:30 PM

What Will and Will Not Work in 2022 For Getting More Business

Welton Hong

It's common knowledge that many funeral home owners and cemeterians are still struggling to understand internet marketing and how to leverage its possibilities. Welton Hong breaks down the fundamentals of online marketing and why certain techniques work better than others, depending on what you want to accomplish. Need to drive at-needs? Search optimization and pay-per-click advertising work wonders. For pre-need, social media is quite effective. For both, you need a website that converts well, a pristine online reputation (driven by review quality and quantity), compatibility with mobile devices, and plenty of high-grade content. You also need to be prepared to adjust your plans in tandem with the dynamic nature of online marketing. Funeral homes and cemeteries that stay up to date with the changes (and act on them) have a huge advantage in their local markets.

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3:00 PM

Break

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3:30 PM

Learn the Six Most Powerful Ways to Influence Your Prospects to Buy

Andrés Aguilar

Selling is more psychological than it is logical. In this session, you will learn what these six powerful tools are. You will also learn the principles of why they work and how to use them in a positive way to influence people to buy from you.

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6:00 PM

Dinner

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7:00 PM

Sports Night

Join your ICCFAU colleagues for a friendly game.

Sunday, July 24

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8:00 AM

Breakfast

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9:00 AM

You Have the Social Media Lead, Now What?

Daniel Thomas

Everyone is aware of how social media has become the new marketing frontier and lead generator. Facebook, Google ad words, and now Tik Tok? From inquires on your websites to the changing use of LinkedIn, we are being presented with a massive channel to obtain names, phone numbers, and email addresses. We have people's attention and their contact information, but converting that contact into an appointment and, ultimately, a sale can be challenging. In this session, you will gain insight on how to turn these names into an appointment and a sale.

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10:30 AM

Break

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11:00 AM

Prospecting Made Easy and Effective: The Key to Your Sales Success

Mitch Bennett

It was once said, "Nothing happens until somebody sells something." To sell something you must have people to sell to. The key to success in any sales organization is ensuring

your people are in as many selling situations per day as possible. That is why the phrase is now, "Nothing has a chance to happen unless you are in a selling situation." How does that happen? Prospecting. If your sales team detests prospecting, this session will teach you how to make prospecting fun and productive. Yes, FUN and PRODUCTIVE.

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12:30 PM

Lunch

.....

1:30 PM

Using Technology

Nick Timpe, CSE

We live in a new world, and we must reinvent how we engage families. More than ever before, families are engaging with us online and have an entirely different set of expectations. In this session, you will learn proven approaches to applying technology to meet the new consumer's demands. You will learn how to engage first-time visitors to your website better, streamline remote arrangement meetings, and improve your virtual aftercare follow-up.

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3:00 PM

Break

.....

3:30 PM

What a Lawyer Can Teach Me About Sales

Poul Lemasters, Esq.

Seriously? Everyone thinks that lawyers are there when things go wrong, and probably would never compare the world of a lawyer to the world of sales - but the two worlds have a lot in common. In fact, there are probably a few things a lawyer can teach you about sales! There are the obvious items such as HR and general employment issues. But go a little further and consider the regulatory and licensing side of sales. How about the general world of advertising - not only by mail, but by telephone and online? Now let's jump into all those contracts and forms that are used in every sale you make. And - wait for it - how about ethics? I know you are curious what a lawyer can teach about ethics. You can quickly see that lawyers are more involved in sales than you may have thought. This seminar will cover the spectrum of law and sales - ranging from the day-to-day legal issues all the way to tips and tricks a lawyer can share to help with anyone's sales.

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6:00 PM

Dinner

Monday, July 25

8:00 AM

Breakfast

9:00 AM

People are There - Why Aren't you?

Daniel Thomas

In this session you will be shown how to go far beyond the traditional methods of prospecting. While the phone and going to the front door are great ways to generate leads, there are numerous other ways to reach your target audience. From the mall to the farmer's market, this session will show you where and how to find more leads. Not only will you learn how to evaluate the opportunities you have and develop strategies for implementation, you will also learn what role training needs to play in developing your sales people to be able to generate business from these events.

10:30 AM

Break

11:00 AM

The Power and Process of Effective Recruiting

Patrick Downey, CCE

Most would agree that a sales manager's greatest challenge is finding, hiring, and keeping top sales talent. In this session you will learn effective methods for finding people, to explaining the opportunity our profession offers and creating an environment where good people want to stay and give their best.

12:30 PM

Lunch

1:30 PM

The Nuts and Bolts of an Effective Lunch and Learn Program

Kyle Aler

How do you create an effective Lunch and Learn program? This session will give you practical tips on creating an effective Lunch and Learn program. From large combination companies to stand alone cemeteries or mortuaries, everyone can benefit from these programs.

3:00 PM

Break

3:30 PM

Why Systematic and Compelling Pre-need Presentation is Critical to Influence Today's Consumer

Linda Jankowski, CCE

Do you have an effective pre-need presentation or do you just wing it? When dealing with today's savvy consumer, winging it is no longer effective. Customers want you to explain your selling proposition in a methodical and logical method. If you don't have a systematic process by which to accomplish this, you will after this session. You will learn the critical elements and the tools you need to make a compelling and convincing pre-need presentation that will help you make more sales.

6:00 PM

Dinner

7:00 PM

Student Night

Tuesday, July 26

8:00 AM

Breakfast

9:00 AM

Five Disciplines of Success

Gary O'Sullivan, CCFE

Many sales organizations hire people, train them the basics, teach them a couple of closing techniques, and hope they sell something. However, with over five decades of building successful sales organizations, Gary O'Sullivan knows this is no way to build a sustaining organization. In this session, Gary will share with you the Five Disciplines required to design, develop, and drive a consistently productive sales organization.

10:30 AM

Break

11:00 AM

Coaching and Communication Techniques to Keep Your Team Positive and Productive

Patrick Downey, CCE

Learn how to implement a weekly meeting coaching and communication system to stay connected with every member of your sales team and build a "Top Gun" proactive team culture within your sales organization.

12:30 PM

Lunch

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1:30 PM

Cremation Myths Debunked

Néctar Ramírez

So many families who choose cremation are selecting no services. There is a misunderstanding of the cremation consumer, which is leading to an abundance of direct cremation policies. In this session, we will take a deep dive into the psychology of the cremation consumer and gain a better understanding of their needs and wants. With that understanding, we will tailor our presentation of products and services to maximize the probability of a service, higher policy value, and family satisfaction.

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3:00 PM

Break

.....
3:30 PM

The Process of Service and Opportunities Through an Effective Aftercare Program

Linda Jankowski, CCE

Perhaps one of the most under-utilized opportunities we have to build stronger relationships, provide more service, and drive more pre-need sales is effective aftercare.

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4:30 PM

University Graduation

.....
5:45 PM

Graduate Reception

Wednesday, July 27

.....
8:00 AM

Breakfast

.....
9:00 AM

Closing Thoughts: Golden Nuggets

Daniel Thomas

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10:00 AM

Presentation of Certificate



College of Technology

Dean Nick Timpe, CSE

The inaugural summer at the College of Technology will provide practical strategies for attendees to apply technology to their firms for improving operations and better serving their families.

Friday, July 22

2:00–5:30 PM

Registration & Check-in

4:30 PM

Orientation

5:00 PM

University Welcome Reception

6:00 PM

University Dinner

Saturday, July 23

8:00 AM

Breakfast

8:45 AM

New Technology in an Old Profession

Nick Timpe, CSE

Our profession is perhaps the oldest that exists – how can modern technology help better serve families, and what can I expect out of this school? This session will provide a roadmap for the coming week and provide real life examples of technology making the difference in the level of service provided to families. Students will share their learning goals for the week.

10:30 AM

Break

11:00 AM

People, Process, Technology: Solving the Right Problem

Jason Cavett

We have all heard it before - “Do you want to grow your organization? Increase your revenue? Drive new sales? Well, use XYZ Software and you will see results!” A piece of software, by itself, is just another get rich quick scheme and often results in organizational frustration, split fiefdoms of technology, and failure to achieve the desired goals. This session will cover an approach to organizational growth that creates a bed of solid rock on which to advance, grow, and expand. Rather than throwing technology at the problem or goal, you will walk away with a plan for developing an organizational environment where your tools support and enable your growth.

12:30 PM

Lunch

1:30 PM

Strategic Planning for IT Resources

Christina DiBari

How does a business, regardless of size or available resources, decide how to allocate their technology dollars? Every business has different initiatives and goals. In this class, we will talk about how to prioritize those IT projects and

discuss a framework for your IT investments. We will focus on three key challenges that most businesses face: collaboration and document management, disaster recovery, and mobile solutions.

3:00 PM

Break

3:30 PM

Engaging Customers Through Digital Aftercare

Linda Jankowski, CCE

The days, weeks, and months after a service are key to the customer's experience. Today, technology offers a variety of automated options for follow-up that can be used strategically to help guide a family through their grief journey and their relationship with your firm. In this class we will evaluate strategies used by top firms using email, texting, video and more.

6:00 PM

Dinner

7:00 PM

Sports Night

Join your ICCFAU colleagues for a friendly game.

Sunday, July 24

8:00 AM

Breakfast

9:00 AM

21st Century Recordkeeping

Tim Kolasa & Nick Timpe, CSE

What can realistically be expected from technology when it comes to running your cemetery or funeral home? What should be pursued first? What can be done in-house and what should be purchased? This session will review off the shelf industry options for records systems, mapping solutions, report builders, as well as DIY tools for the same.

10:30 AM

Break

11:00 AM

Maps, Facility Tours and Reports Lab

Tim Kolasa & Nick Timpe, CSE

This lab is a hands-on opportunity to build your own maps and create 3D visuals of your facilities and property. Students will be instructed on using Google Street View for creating interactive images of their facilities and property and

using Google Earth to create an interactive map of their property to lay out new property development, provide virtual tours, and more.

12:30 PM

Lunch

1:30 PM

Customer Experience and Client Follow-up: Surveying for Results

Lori Salberg, CSE, CXE

As our interactions with consumers change through the adoption of technology, it is critical to maintain the high level of service and customer experience that marks our profession. In this class we will evaluate approaches and strategies for maintaining a high level of customer experience, survey for consumer feedback, and how to use that feedback to continue improving your organization.

3:00 PM

Break

3:30 PM

Implementing and Managing Technological Innovation

Gary Freytag, CCFE

Competing in today's business environment requires constant innovation. New technology is often the vehicle by which businesses increase efficiency, lower costs, and/or improve the customer experience. As a manager or leader, successfully implementing new technology requires an understanding of the technology itself but, more importantly, the people and systems that will be using the technology. This class will examine justifying new investment, common implementation challenges, balancing the needs of people with systems, and the unintended consequences of technological innovation from a management perspective.

6:00 PM

Dinner

Monday, July 25

8:00 AM

Breakfast

9:00 AM

Why Digital First Impressions Matter: Also Known as You Spent \$1M on Your Cemetery Entrance but Your Neighbor's Kid Built Your Website

Jason Cavett

As our culture continues to evolve through generational, regional, and societal changes, more people are getting their first - and sometimes only - impression from your website. What considerations should you take when presenting your funeral home or cemetery online? How do you capture the attention and, more importantly, the trust of families who are making huge decisions at emotional times? How do you prompt them to engage with your organization? This session explores design considerations, usability, and a family-focused approach.

10:30 AM

Break

11:00 AM

Digital Marketing: What's Working Right Now

Welton Hong

Welton Hong will provide an overview of the digital marketing tools and tactics that are proving most effective in 2022, including local search optimization, PPC ads, social media, website conversion optimization, and review generation.

12:30 PM

Lunch

1:30 PM

Social Media Lab: Google Listings and Reviews

Welton Hong

Important note: Participants should be prepared with their Google My Business (GMB) login/password information handy so they can sign in.

- › Part 1: *Look Over My Shoulder – Google My Business Listing* - Welton Hong will show you exactly how to optimize your GMB listing, a key component to driving sales online.

- › Part 2: *Look Over My Shoulder – Google Reviews* - Welton will explain the importance of Google reviews and how to rapidly generate lots of positive reviews for your business.

3:00 PM

Break

3:30 PM

Social Media Lab: Facebook Strategy and Content Creation

Welton Hong

- › Part 1: *Facebook Posting & DAD Strategy* - Welton Hong will explain what social media content resonates best with the deathcare audience. He'll also break down the dollar-a-day strategy, a high-ROI system for boosting organic posts.
- › Part 2: *Creating Social Posts with Canva* - Welton illustrates the easy way to create high-quality, visually appealing social media posts.

6:00 PM

Dinner

7:00 PM

Student Night

Tuesday, July 26

8:00 AM

Breakfast

9:00 AM

Embracing Change: Strategies for Helping Staff Continually Improve and Adapt to New Technology

Olga Piehler

As the rate of change and technological innovation continues to exponentially increase in all aspects of our lives, it is imperative for leaders to become fluent navigators and facilitators of change. This course will cover a neuroscience perspective to change facilitation and the top reasons change gets stuck. Attendees will be provided with tools to help identify the most common types of resistance to change (external and internal) and techniques to overcome resistance for the adoption of change in a sustainable way. The course will also address the concept of unlearning and its role in change acquisition. Participants will learn how to incorporate unlearning goals into their change-design process to achieve desired outcomes.

10:30 AM

Break

11:00 AM

How to Choose and How to Use a CRM

Daniel Thomas

Choosing the right Customer Relationship Management (CRM) system is a collaborative partnership between sales, marketing, and your IT departments. In this session, Daniel Thomas will go over some of the decisions the sales division needs to make when choosing a CRM.

12:30 PM

Lunch

1:30 PM

Lab: Live Website Evaluations

Jason Cavett and Nick Timpe, CSE

Yesterday we learned the critical elements for a successful and impactful website. Today we will use these skills for live evaluation of actual websites in our profession. Students will work in groups to evaluate funeral home and cemetery websites, report their critique to the group, and then hear professional feedback from professors.

3:00 PM

Break

3:30 PM

Lab: Case Studies Applying Principles from the Week

Jason Cavett and Nick Timpe, CSE

After a week reviewing practical technology and how it applies to our profession, students will have the opportunity to face a set of organizational challenges and formulate a plan for implementing change. Working in groups, students will plan a strategy for their fictional situation, present their plan to the class, field questions, and receive feedback from the group.

4:30 PM

University Graduation

5:45 PM

Graduate Reception

Wednesday, July 27

8:00 AM

Breakfast

9:00 AM

Where to Go From Here? Applying Technology to Your Firm

Nick Timpe, CSE

10:00 AM

Presentation of Certificate

One-day Cremation Operator Registration

The ICCFA offers a one-day registration for those who wish to attend only the Crematory Operator Training Certification on Saturday, July 23. This includes:

- › Admission to the Friday night reception and dinner
- › The all-day crematory operator training and certification on Saturday
- › Breakfast, lunch, and refreshment breaks on Saturday

The cost to attend this one-day option is \$500 per person. If you require housing, please contact the Emory Conference Center Hotel and say that you are with the International Cemetery, Cremation and Funeral Association event.

Registrant Information

Please fill out ONLY if you are registering for the one-day cremation operator training program. All other applicants should use the form on pages 37–38. One form per attendee; please make copies of this form for multiple attendees.

Name _____

Nickname (for badge) _____

Title _____

Company _____

Address _____

City _____ State/Province _____

Country _____ Zip/Postal Code _____

Business Phone _____ Cell Phone _____

Email _____

Emergency Contact Name _____ Emergency Contact Phone _____

Is this your first ICCFA University? Yes No Please indicate if you are a member of JFDA PLPA

If you have a disability OR dietary restrictions that requires special accommodations, please check here and attach a statement of your needs

Indicate if you are a (check all that apply): CCE CFuE CCFE CCRé CSE CPLP

Indicate if you are a military veteran or active duty:

Air Force Army Coast Guard Marine Corps Navy Active Duty

Payment

Check (payable to ICCFA) Credit Card: Visa MC AmEx Discover

Credit Card # _____

Exp. Date _____

Security ID # (3-digit # on back of card OR 4-digit # on front of AmEx) _____

Name on card _____

Card billing address/ZIP _____

Email address to send receipt _____

Signature _____

Cancellation Policy: Registrants cancelling their registrations prior to June 20 will receive refunds. All cancellations must be made in writing and will be subject to a \$100 cancellation fee. **No refunds after June 20.**

Return form with payment to: ICCFA Meetings Department • 107 Carpenter Drive, Suite 100 • Sterling, VA 20164 • Phone 703.391.8400 • Fax 703.391.8416

2022 ICCFA University Registration

July 22-27 • Emory Conference Center Hotel at Emory University

Class sizes are limited so act now to reserve your spot! Registration must be received by July 14. After this date, registration will be on-site only. Please fill out both sides of this form or register online at www.iccfa.com/university. Due to the high volume of applications, paid registrations will be processed first.

Registrant Information (Please print)

Name _____

Nickname (for badge) _____

Title _____

Company _____

Address _____

City _____ State/Province _____

Country _____ Zip/Postal Code _____

Business Phone _____ Cell Phone _____

Email _____

Emergency Contact Name _____ Emergency Contact Phone _____

Is this your first ICCFA University? Yes No Please indicate if you are a member of JFDA PLPA

If you have a disability OR dietary restrictions that requires special accommodations, please check here and attach a statement of your needs

Indicate if you are a (check all that apply): CCE CFuE CCPE CCrE CSE CPLP

Indicate if you are a military veteran or active duty:

Air Force Army Coast Guard Marine Corps Navy Active Duty

College Selection (Please indicate first and second choices)

1st	2nd	I will be attending:
<input type="checkbox"/>	<input type="checkbox"/>	College of 21st Century Services
<input type="checkbox"/>	<input type="checkbox"/>	College of Cremation Services
<input type="checkbox"/>	<input type="checkbox"/>	College of Funeral Home Management
<input type="checkbox"/>	<input type="checkbox"/>	College of Hospitality & Customer Experience
<input type="checkbox"/>	<input type="checkbox"/>	College of Land Management & Grounds Operations
<input type="checkbox"/>	<input type="checkbox"/>	College of Leadership, Management & Administration
<input type="checkbox"/>	<input type="checkbox"/>	J. Asher Neel College of Sales & Marketing
<input type="checkbox"/>	<input type="checkbox"/>	College of Technology
<input type="checkbox"/>	<input type="checkbox"/>	Master's Program (attach daily itinerary of classes)
<input type="checkbox"/>	<input type="checkbox"/>	CEO Program (attach daily itinerary of classes)

Cancellation Policy: Registrants cancelling their registrations prior to June 20 will receive refunds. All cancellations must be made in writing and will be subject to a \$100 cancellation fee. **No refunds after June 20.** Registrations received by June 20 will be included in the attendee directory.

Housing Reservations

Students should make their reservations directly with the Emory Conference Center Hotel. To receive the discounted room rate of just \$165 identify yourself as part of the ICCFA group. We do expect the room block to fill up quickly, so make your reservations early.

Cancellation Policy: Registrants cancelling their registrations prior to June 20 will receive refunds. All cancellations must be made in writing and will be subject to a \$100 cancellation fee.

Registration Fees*

Registrations must be received by June 20

College of 21st Century Services;	\$2,000
College of Cremation Services; College of Funeral Home Management;	
College of Hospitality & Customer Experience;	
College of Land Management & Grounds Operations;	
College of Leadership, Management & Administration;	
J. Asher Neel College of Sales & Marketing; or College of Technology	
Subtotal	\$ _____
Additional Meal Package (for guests not attending ICCFAU)	
_____ meal @ \$725 each	\$ _____
Subtotal	\$ _____
ICCFA University Polo Shirts	_____ shirts @ \$40 each \$ _____
Please indicate type and size:	
<input type="checkbox"/> Student <input type="checkbox"/> Alumni <input type="checkbox"/> Professor	
<input type="checkbox"/> Dean <input type="checkbox"/> Graduate (2022 graduates receive a complimentary shirt)	
Men's select size S-3XL	Women's select size S-3XL
Subtotal	\$ _____
Total Due to ICCFA \$ _____	

* Fees include all meals from Friday's dinner through Wednesday's breakfast, as well as the receptions and refreshments during breaks and the Sports Tournament. Fees cover a 20% service charge and a 9.25% tax on all food service.

Payment

Check (payable to ICCFA) Credit Card: Visa MC AmEx Discover

Credit Card # _____

Exp. Date _____

Security ID # (3-digit # on back of card OR 4-digit # on front of AmEx) _____

Name on card _____

Card billing address/ZIP _____

Email address to send receipt _____

Signature _____

Return form with payment to: ICCFA Meetings Department • 107 Carpenter Drive, Suite 100 • Sterling, VA 20164 • Phone 703.391.8400 • Fax 703.391.8416

2022 ICCFAU Faculty

Andrés Aguilar

Los Parques
Miami, FL

Mitch Bennett

Indiana Memorial Group
West Lafayette, IN

Lauren Blevins, CCFE

Williams Funeral Homes &
Crematory
Columbia, TN

**John Bolton, CCE, CCrE,
CSE, CXE**

Blackstone Cemetery
Development
San Jose, CA

Mark Brown

Spring Grove Cemetery &
Arboretum/Spring Grove
Funeral Homes
Cincinnati, OH

Debbie Budke

Spring Grove Cemetery &
Arboretum
Cincinnati, OH

Kathy Burns

InSight Books, Inc.
Oklahoma City, OK

Adam Carter, PhD

National Alliance for Children's
Grief
Lubbock, TX

Jason Cavett

webCemeteries
Kutztown, PA

Adam Cooper

Lawnwood Memorial Park
Covington, GA

Clift Dempsey, CCFE

Leaf Cremation
Acworth, GA

Christina DiBari

Spring Grove Cemetery &
Arboretum
Cincinnati, OH

Darin Drabing

Forest Lawn Memorial-Parks &
Mortuaries
Glendale, CA

Patrick Downey, CCE

Arbor Memorial Inc.
White Rock, BC, Canada

Chad Eubanks

Arlington Memorial Park
Sandy Springs, GA

Gary Freytag, CCFE

Spring Grove Cemetery &
Arboretum
Cincinnati, OH

Ashley Freeman

Flourishing Work LLC
Snellville, GA

Zachary Garbow

Funeral Innovations
Lafayette, CO

Doug Gober

The Foresight Companies LLC
Phoenix, AZ

John Gouch Jr.

Gethsemane Cemetery &
Memorial Gardens
Charlotte, NC

Welton Hong

Ring Ring Marketing
Las Vegas, NV

Linda Jankowski, CCE

webCemeteries
Summerville, SC

David Kelley

Spring Grove Cemetery &
Arboretum
Cincinnati, OH

David Krall

White Chapel Memorial
Association
Troy, MI

Jeff Kidwiler, CCE, CSE

Blackstone Cemetery
Development
San Clemente, CA

Tim Kolasa

Gethsemane Cemetery
Reading, PA

Jack Lechner, CFSP

Cincinnati College of Mortuary
Science
Cincinnati, OH

Poul Lemasters, Esq.

Lemasters Consulting
Cincinnati, OH

Carol Little

The Little Training Company,
LLC
Kingwood, TX

Gino Merendino

Merendino Cemetery Care
Linden, NJ

Doak Morasco

Davey Tree Expert Co.
Kent, OH

Gary O'Sullivan, CCFE

Gary O'Sullivan Company
Winter Garden, FL

Robbie Pape

Service Corporation
International
Houston, TX

Olga Piehler

Eterneva
Austin, TX

Mary Andres Russell

Matthews Aurora Funeral
Solutions
Aurora, IN

Lori Salberg, CSE, CXE

J3Tech Solutions
San Jose, CA

Morgan Smith

Roswell Funeral Home & Green
Lawn Cemetery
Roswell, GA

Glenda Stansbury, CFSP

InSight Books, Inc.
Oklahoma City, OK

Jim Starks, CFuE, CCrE

J. Starks Consulting
Lutz, FL

Larry Stuart Jr.

Cremation Strategies &
Consulting
Tulsa, OK

Brent Thomas

Homesteaders Life Company
West Des Moines, IA

Daniel Thomas

Forest Lawn Memorial-Park &
Mortuary
Glendale, CA

Nick Timpe, CSE

webCemeteries
Kutztown, PA

Todd Van Beck, CFuE

John A Gupton College
Nashville, TN

Bill Williams Jr.

Funeral Services, Inc.
Tallahassee, FL

Scott Young

Dignity Memorials
Atlanta, GA

Phil Zehms

Terrace Park Cemetery &
Funeral Home
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