

FUNERAL BUSINESS ADVISOR MAGAZINE™

FMM Media | 8913 Stone Green Way, Suite 200 | Louisville, KY 40220



Legacy Funeral Group Offers At-Need Financing. Do You?

How Legacy Funeral Group and LendingUSA partner to provide unparalleled service to local families. | Page 50



lendingUSA funeral



FUNERAL
DIRECTORS
LIFE

How to GET and CLOSE Preneed Leads on Facebook

Free Webinar

May 3, 2019

10:00 am
Central Time

Generating leads on Facebook for your preneed program is **quick, easy, and effective**, but many funeral homes are missing out on this tremendous opportunity. Register today to learn about the most **effective strategies** for lead generation on Facebook AND our **top 3 secrets** for converting Facebook leads to sales!



Register Today!
bit.ly/preneedleads3

Featuring



Todd Carlson
*Executive Vice President &
Chief Sales Officer*
FUNERAL DIRECTORS LIFE



Mitchell McLean
*Director of
Digital Marketing*
FUNERAL DIRECTORS LIFE



Efren Sanchez
*Director of Sales
Development*
FUNERAL DIRECTORS LIFE

*Come see us at the 2019
ICCFA Annual Convention,
April 2-6, Booth #806!*

WHY PASSARE?

“With Passare, we have increased accountability with tasks, and I can see an overview of what is going on at both of our locations at any time. The technology is ahead of its time and will allow you to do what you need to do not only now, but in the future. I have peace of mind knowing that I’m not depending on a software company to try to catch up with our families. Passare keeps us ahead of the curve.”



David Peake
Supervisor
Craft Funeral Home
Erdenheim, PA
Funeral Director
Mannal Funeral Home
Philadelphia, PA

Life is better
with Passare.

 **passare**®

info@passare.com
800-692-6162
Visit www.passare.com

To learn more, come by and see us at
BOOTH #808, APRIL 2-6,
at the 2019 ICCFA Annual Convention!

A background image showing a person in a striped shirt and another person in a dark shirt sitting at a table. The person in the striped shirt is holding a pen and looking at a tablet. The person in the dark shirt is also looking at the tablet. On the table, there is a cup of coffee, a pen, and some papers.

TRIBUTE INSURANCE ASSIGNMENTS

Life insurance assignments funded in 24 hours or less.

With Frazer Consultants' Tribute Insurance Assignments program, your funeral home gets paid in as little as 24 hours. Plus, our insurance specialists with 65+ years of experience working with life insurance policies handle the entire assignment and claim process, so your staff can focus on caring for your families.

**CONTACT US TO REQUEST A FREE DEMONSTRATION
OF TRIBUTE INSURANCE ASSIGNMENTS!**



FEATURES

50

lendingUSA funeral

Legacy Funeral Group Offers At-Need Financing. Do You?

How Legacy Funeral Group and LendingUSA partner to provide unparalleled service to local families.

28

FUNERAL HOME SUCCESS STORY

Baue Funeral Homes, Crematory & St. Charles Memorial Gardens
St. Charles, MO

34

FEATURE EDITORIAL

Alkaline Hydrolysis & Cremation Recycling
in the Funeral Industry

58

FUNERAL DIRECTOR SPOTLIGHT

John Hill | James H. Davis Funeral Home
Owensboro, KY

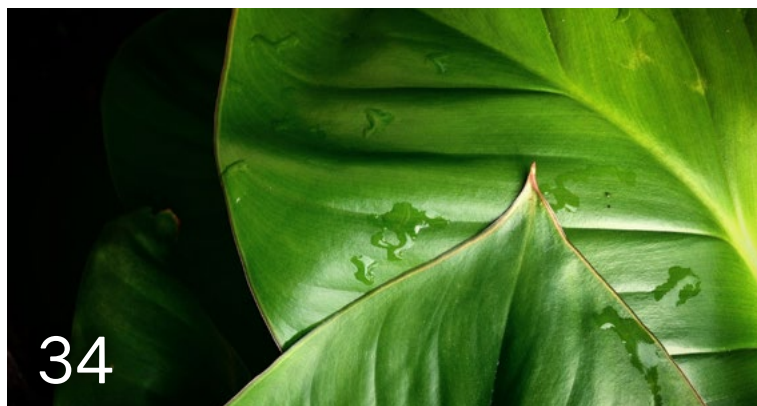
62

PROFESSIONAL SPOTLIGHT

Curtis Funk
Tukios



28



34

CONTENTS

42

Creative Ideas for Families Who Choose Cremation
BY ALYSSA MCNAB

46

Do You Provide Aftercare for Direct Cremation Families?
BY ELLERY BOWKER

52

What's New in Funeral Home & Preneed Marketing?
BY JEFF STEWART

66

Rethinking Change: Your ICCFA Experience
BY PETRA LINA ORLOFF

80

Marketing 101: What Is It Exactly?
BY SARAH SAVAGE

84

Dearly Beloved, We are Here to Pay Tribute to Another Closed Funeral Home
BY GEORGE PAUL III

90

Getting into Character: Funeral Professionals and the Roles they Play
BY SHANNON CUMMINGS

92

Tips to Accepting Credit Card Payments Without a Card Present
BY JIM LUFF

94

Voice Search on the Rise
BY WELTON HONG

98

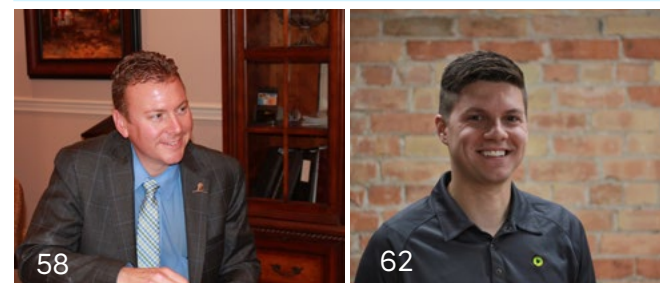
Five Social Media Marketing Myths & How Funeral Homes Can Combat Them
BY JOE WEIGEL

102

Redefining After Care: Closing Estates with Families
BY DENNIS BREIER

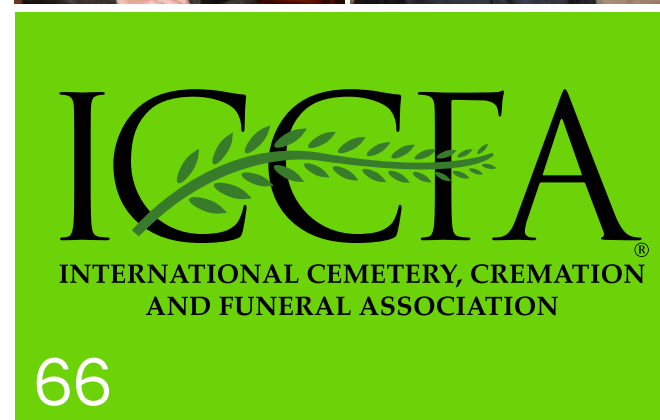


42



58

62



66



80

94



102

COMPANY SPOTLIGHTS

56 THACKER CASKETS

Thacker Caskets is the largest privately held, family owned casket company in the United States, and is a one stop shop for everything from rental caskets to marketing & merchandising assistance to crematory supplies.

60 MEMORIAL REEFS INTERNATIONAL

Memorial Reefs International constructs artificial reef memorials, aiding vital ecological habitats throughout the globe. They aim to enhance coral generation, increase marine biomass, create local jobs, and provide an eco-friendly alternative to traditional burial.

EXTRAS

16 INDUSTRY ALERTS

See what's happening with Vendors, Distributors, and Manufacturers.

70 MUST SEE COMPANIES AT THE ICCFA

See featured companies that are exhibiting at the ICCFA Convention.

76 MUST SEE PRODUCTS AT THE ICCFA

See featured products that are being exhibited at the ICCFA Convention.

108 INDUSTRY EVENTS CALENDAR

Upcoming Events in the Funeral Industry.

112 SPECIALTY VEHICLES

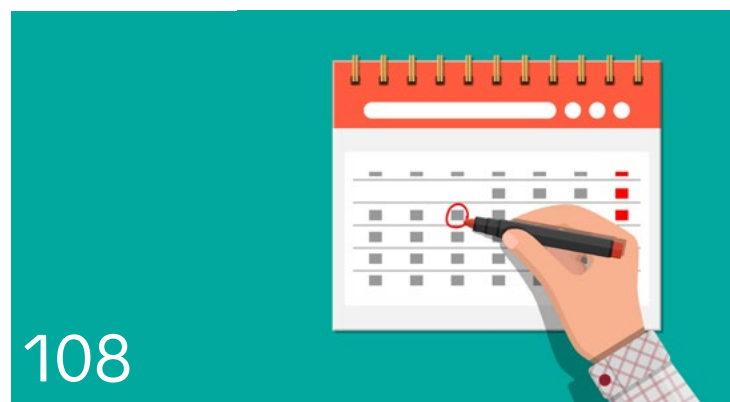
See New and Used Vehicles.

114 AD INDEX

Manufacturers and Suppliers that make it possible to bring you Funeral Business Advisor Magazine.

THACKER CASKETS

56




 LoveUrns®



Brass Cremation Urns
Silver 925 Ashes Jewelry

888-910-7860
LOVEURNS.COM

FUNERAL BUSINESS ADVISOR MAGAZINE™



SUBSCRIBE
TO OUR NEWSLETTERS

SUBMIT

FBA's E-Newsletter is the perfect educational supplement between issues! We feature articles, new or noteworthy designs, and industry news in another clean and easy to read format. SUBSCRIBE NOW to make sure you always have the most up-to-date information available!

Subscribe at www.FuneralBusinessAdvisor.com.

FIND
FBA
ON
SOCIAL
MEDIA



To continue to receive *Funeral Business Advisor Magazine* free-of-charge, visit our website at
WWW.FUNERALBUSINESSADVISOR.COM
and subscribe under the 'Magazine' tab.

FUNERAL BUSINESS ADVISOR MAGAZINE
www.funeralbusinessadvisor.com

A FMM MEDIA PUBLICATION

8913 Stone Green Way, #200
Louisville, KY 40220
Phone 502.749.0992
Facsimile 877.737.3936
www.fmm-media.com

Michael Manley, Publisher

michael@funeralbusinessadvisor.com
502.653.8568

Lisa Angus, Advertising Director

lisa@funeralbusinessadvisor.com
502.653.8569

Meghan Kelly, Creative Director

meghan@funeralbusinessadvisor.com
502.653.8568

Matthew Ball, Digital Director

matt@funeralbusinessadvisor.com
502.653.8568

Funeral Business Advisor Magazine is published bi-monthly (6 Issues a year) by FMM Media, LLC. 8913 Stone Green Way # 200, Louisville, KY, 40220. Subscriptions are free to qualified U.S. subscribers. Single copies and back issues are \$7.99 each (United States) and \$10.99 each (International). United States Subscriptions are \$54.00 annually. International Subscriptions are \$75.00 annually.

Visit www.funeralbusinessadvisor.com for content and updated frequently and to access articles on a range of funeral industry topics. FMM Media provides its contributing writers latitude in expressing opinions, advice, and solutions. The views expressed are not necessarily those of FMM Media and by no means reflect any guarantees that material facts are accurate or true. FMM Media accepts no liability in respect of the content of any third party material appearing in this magazine. Copyright 2019. All rights reserved. Funeral Business Advisor Magazine content may not be photocopied or reproduced or redistributed without the consent of publisher. For questions regarding magazine or for subscriptions, call 502.749.0992 or email info@fmm-media.com.

ARTICLE REPRINTS

For high quality reprints of articles, call 502.749.0992 or via email at info@funeralbusinessadvisor.com.



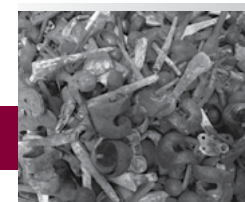
NOBLE
METAL SOLUTIONS

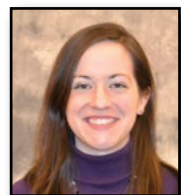
WATCH VIDEO OF POST-CREMATATION METAL BEING REFINED

GO TO WWW.NOBLEMETALSOLUTIONS.COM

Noble provides **FREE** crematorium equipment, on-site training and the highest returns for your post-cremation metals. We believe that cremation recycling should be handled with the same dignity and respect that funeral homes already demonstrate to decedents and their families. Noble provides chain-of-custody and insurance on all post-cremation metal shipments.

info@noblemetalsolutions.com
4028 Park 65 Dr. Indianapolis, IN 46254
Ph: 888.764.3105





Alyssa McNab is Homesteaders Life Company's Digital Marketing Specialist. Homesteaders Life Company, a mutual company owned by its policy holders, is a national leader providing products and services to promote and support the funding of advance funeral planning and end-of-life expenses.



Ellery Bowker is the Founder and CEO of Aftercare.com. Aftercare.com helps funeral homes and cemeteries build loyalty with an automated follow up program. Ellery can be reached by phone at (800) 721-7097 or reach by email ellery@aftercare.com.



Jeff Stewart is the Executive Vice President & Chief Marketing Officer for Funeral Directors Life Insurance Company (FDLIC). Jeff has been with FDLIC since 2001. Jeff is a graduate of Hardin-Simmons University, with a bachelor's degree in Mass Communications and Marketing. To learn more about the many digital services

that Funeral Directors Life offers to our preneed funeral home customers, contact us at info@funeraldirectorslife.com.



Petra Lina Orloff is president and CEO of Beloved, which produces custom, personalized, handcrafted obituaries and eulogies. She has been a professional writer for over 20 years and also completed the PhD program in English at Wayne State University in Detroit, where she taught literature and cultural studies. Her

academic area of specialty is storytelling. You may contact her at petra@beloved-press.com or at (248) 894-7076, or visit www.beloved-press.com.



Sarah Savage is the Marketing & Public Relations Director for Memory Glass and has been with the company since its inception. Her expertise includes start-up, Internet and social media marketing, public relations, and advertising. In addition to the funeral industry, she has experience in the food, tech, and non-profit industries,

and working with high-profile celebrities. Contact Sarah at sarah@memoryglass.com, or visit Memory Glass at www.memoryglass.com.



George Paul III is a branding expert and award-winning designer. He's the founder of Cherished Keepsakes, a provider of memorial keepsakes such as prayer cards, memorial programs, buttons, photo collages and more. Their innovative designs have been sought after by families and funeral homes across the country.

Additionally, he assists firms and companies in the funeral

industry with their branding and marketing. To connect with George, email him at gpaul@cherishedkps.com, call 617-971-8590/617-980-1476, or visit his websites www.chershedkps.com or www.seizethebrand.com



Shannon Cummings is the Creative Thinking Writer and Storyteller for Life Celebration, Inc, a company that specializes in experience staging, training, and custom print design and production. Shannon can be reached at 888.887.3782 or s.cummings_plotkin@lifecelebration.com or visit www.lifecelebrationinc.com.



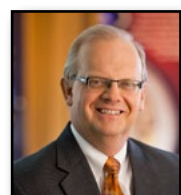
Jim Luff is a Marketing Manager with Chosen Payments, a national credit card processor serving the funeral care industry. He is an active member of the California Funeral Directors Association serving on the Legislative, Public Relations and Expo committees with firsthand industry knowledge and

25 years of experience working with Central California funeral homes. Jim can be reached by phone at 805-427-9180 or by email jim.luff@chosenpayments.com.



Welton Hong is the founder and marketing director of Ring Ring Marketing (FuneralHomeProfits.com), which specializes in helping funeral homes convert leads from online directly to the phone line. Welton also is a speaker at funeral home conferences and the author of Making Your Phone

Ring with Internet Marketing for Funeral Homes. Reach him by email at info@ringringmarketing.com or call toll-free at 888.383-2848.



Joe Weigel is the owner of Weigel Strategic Marketing, a communications firm focused on the funeral profession that delivers expertise and results across three interrelated marketing disciplines: strategy, branding and communications. You can visit his website at www.weigelstrategicmarketing.webs.com.

He can be reached by phone at 317.608.8914 or by email at joseph.weigel@gmail.com.



Dennis Breier is the president of FuneralAssist, a company that partners with Funeral Homes to help the families they service close estates. With 10 years of experience in financial planning, investment advisory, and banking roles, Dennis is extremely well positioned to handle the complex needs of clients

seeking estate and asset protection. Throughout his career in financial services, Dennis has built strong relationships with bankers, attorneys, and CPAs that are key to helping families successfully close their loved ones' estates.

DIGITAL SOLUTIONS FOR ENHANCED PRODUCT MERCHANDISING



NOW AVAILABLE FOR WINDOWS® PC!

The Matthews Aurora™ Funeral Solutions' Catalog App allows you to digitally present our product catalog to your families. Browse the entire catalog or merchandise your favorite selections and add your retail prices to create a custom selection room. Simply configure once and deploy on multiple devices.

Help your families move from grieving to remembrance. Download the **FREE** Catalog App at the App Store® or contact your Matthews Aurora™ Funeral Service Consultant to learn more.

Available for Windows®*and iOS operating systems.



MARKETING SOLUTIONS • PROFESSIONAL DEVELOPMENT SOLUTIONS • BURIAL PRODUCTS • CREMATION PRODUCTS • TECHNOLOGY SOLUTIONS • MEMORIAL STATIONERY

*PC is required to have Windows® 10 operating system to run Catalog App for Windows®.

© 2019 Matthews International Corporation, all rights reserved. MATTHEWS® and MATTHEWS INTERNATIONAL® are registered trademarks of Matthews International Corporation.



2019 ANNUAL CONVENTION & EXPOSITION

APRIL 2-6 » CHARLOTTE, NORTH CAROLINA

*Get on the
right track
with ICCFA*

- 500+ booth Expo Hall at the Charlotte Convention Center
- 30+ educational breakout sessions featuring 3 dynamic keynote speakers
- 6 receptions including a Tuesday Welcome Reception at the NASCAR Hall of Fame
- Countless networking opportunities



Mindy Corporon
THURSDAY KEYNOTE
*Managing Your Business
Through Tragedy*



Drew Dudley
THURSDAY KEYNOTE
*Creating Cultures of
Leadership*



Jon Acuff
FRIDAY KEYNOTE
*Finish: The Surprising Truth
About Accomplishing Goals*

REGISTER NOW AT ICCFACONVENTION.COM



YOUR FINANCING EXPERTS

Our funeral home and cemetery lending specialists are ready to guide you through financing your legacy.

ACQUISITION | EXPANSION | INVENTORY CONSTRUCTION | REFINANCE | WORKING CAPITAL

Explore your options at:
liveoakbank.com/financing

©2018 Live Oak Banking Company. All Rights Reserved. Member FDIC.



LIVE OAK BANK®

INDUSTRY ALERTS



EVERDAYS RAISES \$12M IN SERIES A, NEARS \$100M VALUATION BY BRINGING MODERN APPROACH TO END-OF-LIFE COMMUNICATION

Social platform for death care professionals and families quadruples valuation just 20 months after launch.



Detroit, MI — Everdays, the social platform that builds communities around milestone life events, today announced the close of its Series A funding round, bringing its valuation to nearly \$100 million in just 20 months since launch.

The \$12 million raise, led by Houston-based Gordy Companies, quadruples Everdays' valuation from its seed round in 2017, validating its refreshingly modern approach to facilitating communication around death. The company plans to at least double its team of 30 over the next 12 months, hiring aggressively in all areas including marketing and product development.

Everdays has enabled a dramatic expansion in the community and content generated around end-of-life events, capturing a large, proprietary audience and creating a market where none previously existed. With over 1,000 funeral homes using its cloud-based SaaS dashboard, and 1.8 million families and friends connected on its platform in under two years, Everdays is on pace to capture ten percent of the 2.7 million yearly deaths in the U.S within the next three years.

And, with an unserved audience of 100 million people in the U.S. ages 55 and up, demand for the offering was so strong that competitive bidding drove the valuation far past Everdays'

founder and CEO Mark Alhermizi's expectations. This allowed Everdays the luxury of passing on traditional venture capital in favor of high-networth family investment offices.

As both a web and mobile platform that builds a social community around a family before, during and long after a death, Everdays delivers on modern consumer expectations by infusing technology into an otherwise traditional industry that has not kept pace with contemporary mobile experiences. Families use the app to create an Everdays Announcement where community, dialogue, events, content and commerce converge to provide support during hospice care or when a loved one passes.

Everdays is the largest and fastest-growing social platform for building communities around milestone life events. Everdays provides free memorial announcements and keeps users up-to-date about deaths in their life's network, enabling them to share memories, events and condolences when loved ones need it most. The platform uses artificial intelligence to connect users based on details about their hometown, high school, military service and funeral homes in their community to deliver automatic announcements, ensuring users never miss a relevant passing from their life's network again. To learn more, visit www.everdays.com.

Product Account Managers Needed Funeral Home Gifts, Lynn, NC

Funeral Home Gifts (FHG) is the nation's premier supplier of woven tapestry Tribute Blankets, custom cap panels and personalization products to funeral homes throughout North America. We are aggressively pursuing new business and have an immediate requirement for qualified Account Managers to develop our growing base of corporate and

independent funeral home customers. Prior successful casket sales/death care/funeral home experience is required, and selected professionals will receive full training and support, with generous income potential including a base salary plus performance-based bonuses. Ideally this position will be located at our Lynn, NC location, but qualified individuals could work out of their home office and minimal travel will be required. For immediate consideration, please e-mail resume to karlw@funeralhomegifts.com.

TRIBUCAST™ ANNOUNCES NATIONAL LAUNCH OF THEIR REMOTE FUNERAL ATTENDANCE SOLUTION

Ninety Percent of Services Held Today Have Close Family and Friends Unable to Attend



Wilton, CT — TribuCast™, which made its debut at last year's National Funeral Directors Association (NFDA) meeting in Utah, today announced the national rollout of its remote attendance solution. This simple, pay-per-use system addresses the growing need for funeral directors to be able to offer their clients a way to include friends and loved ones who are unable to attend a funeral or memorial service in person. The national rollout is being supported by the launch of a newly designed website, www.tribucast.com, ensuring ease of access to TribuCast™'s services.

"In this era of increased geographic and professional mobility, a new question has begun to crop up: 'Why even hold a funeral or service at all?'" said Bruce Likly, president and co-founder, TribuCast™. "This question reflects the reality that Americans now move and change jobs more than ever before – on average 11 times across a lifetime. Families and loved ones are often separated by greater distances, making it more difficult and expensive to get to a funeral. Not surprisingly, according to the NFDA, the number of people attending funerals is in decline, as well as the number of funerals being held."

TribuCast™ provides a safe, secure and dignified way to attend a funeral or memorial service remotely. A TribuCast™, which can be viewed live or at a later date, enables friends and loved ones to attend the event almost as if they were really there – to hear the melody of the processional music, cry through the eulogy, and walk spiritually alongside the deceased's loved ones, even from a thousand miles away. A virtual Guest Book is also available for those attending remotely to offer their thoughts, memories, and condolences. A TribuCast™ offers unique benefits as well. Highly personalized content can surround the live streaming portion of a TribuCast™ enabling families to add photos, poems, prayers, memorabilia and more – all of which support and enhance the remote attendee's experience. As a result, the average TribuCast™ can double funeral attendance, adding between 60-90 remote attendees to most services.

About TribuCast™: TribuCast™, a division of LIVECLOUDTV™, delivers an easy-to-use, patent-pending, state-of-the-art remote attendance solution to bring the full impact of a funeral home's bereavement services to those who can't be there in person. TribuCast™ is accessed through a personal website where a funeral or memorial service can be viewed in real time, or at a later date, along with highly personalized content that puts the life that was lost into greater context. TribuCast™ helps reduce a family's heartache and stress by enabling family and friends to honor, celebrate and grieve for their loved one, regardless of their location or life circumstances. For more information, please visit the website at www.tribucast.com.

HONOR PLANNING GROUP LLC LAUNCHES NEW WEBSITE



Jacksonville, FL — Honor Planning Group LLC, a Specialty Pre Need and Leadership Development Company launches their new Website at www.HonorPlanning.com. HPG began their business back in July of 2018 with the intention to help Sales Leaders gain confidence and clarity for their practice through its unique consulting package.

Eric Bosnyak and Tom Hirsch, Co-Founders and Partners in this new endeavor bring more than 50 years of Financial Services, Consulting and B2B experience to the Funeral Industry and beyond. Offices located in Florida and Connecticut.

Any Sales Professional in the Senior Market with the desire to grow their business and take it to the next level is sure to find Honor Planning Group, llc at the top of their list when it comes to partnering with the right team to develop robust Sales and Training Programs that delivers results.

For more information about Honor Planning Group LLC, call 860-997-7838, or visit www.HonorPlanning.com, or email ericbos@honorplanning.com.

Your Memorial Jewelry Source!



INTERNATIONAL & DOMESTIC SHIPPING



A TSA approved company specializing in the transportation of human remains within the United States (domestic ship outs) & international worldwide destinations.

Additionally, we provide services to **Mexico, Guadalajara, & points beyond.**

bookings@blueskiesaviationservices.com
www.blueskiesaviationservices.com
(p) 310-890-9015 | 310-990-8686
(f) 310-370-3007

Some Jobs Require Industry Knowledge and Experience



Preneed & Cemetery Care Fund Management is One of Them



CooperativeFuneralFund.com

800-336-1102

ICCFB BOOTH #1000

Information contained herein should not be treated as investment advice or a recommendation to buy or sell any security. This advertisement does not offer or promise to offer tax advice, and as such investors should be advised to consult their own tax advisers regarding the tax consequences of their investment activities. Investment return and principal will fluctuate, so that a client's initial investment may increase or decrease. Any investment is speculative and involves a high degree of risk, including the risk of principal loss.

TUKIOS MEMORIAL VIDEOS SURPASS AN IMPRESSIVE MILESTONE IN JANUARY 2019



Ogden, Utah — More than 3 million video plays in one month! That's how many times memorial videos were viewed online in the month of January, 2019 alone. This came from over 2 million unique video viewers and brings the total number of memorial video views above 50 million since Tukios began counting.

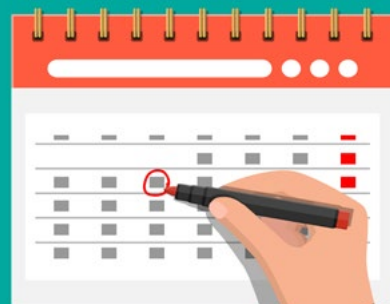
Tukios can attribute its growth to the fact that their memorial video software has been adopted by more and more funeral homes each month. In addition to creating user-friendly software for the creation of tribute videos, Tukios regularly adds new themes, music and features to the program.

"Our growing number of views demonstrates that consumers are accustomed to watching videos online and it's crucial that funeral homes provide easy access to the tribute videos they create for their families," said Tukios founder and CEO Curtis Funk.

Looking ahead, the company is hoping to grow the number of funeral homes they work with all around the world and expects to create more solutions that simplify the life of funeral directors.

To learn more about Tukios and the services and products they offer, please visit www.tukios.com. Tukios offers free trials to anyone interested in learning more about their tribute video creation software. To see a demo or set up a free trial, please call 801-682-4391 or email support@tukios.com. As Tukios continues to grow, be sure to stay connected at www.tukios.com, on Facebook at facebook.com/Tukios, and on at twitter.com/tukios.

STAY UP TO DATE WITH INDUSTRY EVENTS



FIND OUT MORE ON PAGE 108

NEW CATALOG RELEASED OF DR. ALAN WOLFELT'S PUBLICATIONS



Fort Collins, CO — Companion Press announces the publication of their 2019 catalog. The catalog highlights more than 80 books and other publications available from Companion Press and Dr. Alan Wolfelt. Companion Press is dedicated to the education and support of both the bereaved and bereavement caregivers.

Featured in this catalog are three new resources to be released in the coming months. The first, *Healing Your Chronic Illness Grief: 100 Practical Ideas for Living Your Best Life*, is available in July 2019. Chronic illness is a type of loss, as Dr. Wolfelt and his daughter (and co-author) Jaimie A. Wolfelt know well. When she was nine years old Jaimie was diagnosed with Type 1 Diabetes — a diagnosis that changed everything about her life. In this new book, the authors have crafted 100 tips, affirmations, and simple activities to help the reader live their best life physically, cognitively, emotionally, socially, and spiritually.

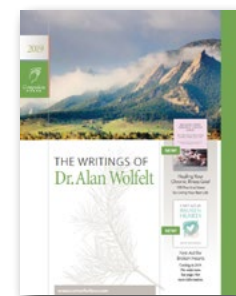
The October 2019 title by Dr. Wolfelt is *First Aid for Broken Hearts*. Life is both wonderful and devastating. It graces us with joy, and it breaks our hearts. This book is for the broken hearted.

Whether the reader is struggling with a death, break-up, illness, unwanted life change, or loss of any kind, this compassionate book will help with understanding and support.

Also featured is Companion Press's June 2019 title, *The Dementia Care Partner's Workbook*. This book, by Dr. Edward Shaw, a dually trained physician and mental health counselor, provides lessons for support group participants or individuals who are care partners of a loved one with Alzheimer's disease or another type of dementia.

Author, educator, and grief counselor Dr. Alan Wolfelt serves as Director of the Center for Loss and Life Transition in Fort Collins, Colorado. The author of *Grief One Day at a Time*, *Understanding Your Grief*, and many other books for grief caregivers and mourners, Dr. Wolfelt is committed to helping people mourn well so they can live well and love well. He is available for interviews on his resources as well as the normal, necessary journey through grief.

The Companion Press catalog is available in both physical and digital formats. To view and learn more about Dr. Wolfelt's books on grief and loss, visit www.centerforloss.com/bookstore or call (970) 226-6050.



Be their knight in shining armor.

When families need to transport a loved one, it's up to you to make sure the ship-out goes as planned. That's why there's EWA — your one-call airline resource. Our transportation experts search all available flights, handle the reservation, pre-pay the charges and proactively monitor the status through the entire process. And you? With one call, you're the family's hero — earning their loyalty for generations to come.

EWAcare.com
866-550-1EWA (1392)

EWA
EAGLE'S WINGS AIR®
Your One-Call Solution for Airline
Reservations & Proactive Monitoring

MATTHEWS MEMORIALIZATION ENHANCES CREMATION PRODUCT LINE TO BETTER SERVE CUSTOMERS AND FAMILIES

Pittsburgh, PA — Matthews Memorialization, a part of Matthews International Corporation (MATW), today announced the launch of a refreshed and enhanced suite of cremation products featuring more personalization options designed to meet the preferences of families choosing cremation.

The upgraded Matthews product line, featured in a new I'll Remember You® cremation products catalog, includes the Personal Expressions line of memorial jewelry and urns, which has already been very well received by funeral homes and cemeteries across the country. The Personal Expressions jewelry line offers families the ability to design a piece of memorial jewelry which includes the fingerprint, photograph or handwriting of a loved one, and is available in different shapes, sizes and metal types. Personal Expressions My Life Urns offer families a completely personalized wrapped wooden veneer urn featuring photographs of a loved one's hobbies, passions or most memorable family moments. For a truly custom urn, Matthews also offers Personal Expressions Custom 3D Printed Urns, which bring a photograph to life as an urn that's truly representative of a loved one's



life and personality. Matthews will continue to offer its highly popular Honoring the Veteran line of urns featuring military and public service uniform fabric, and its line of cast bronze urns, which are still produced using hand-crafted methods in keeping with old world traditions of bronze casting and are popular for cemetery interment in niches or ground burial. As part of the new product launch, Matthews has also expanded its line of keepsakes to offer a broader selection to families wishing to purchase multiple matching mementos.

Matthews' new I'll Remember You® cremation products catalog is available now and can be found at matthewsaurora.com or customers may request one from their Matthews Memorialization sales consultants or customer service representatives.

• Matthews Aurora Funeral Solutions
Customer Service: 1-800-457-1111

• Matthews Cemetery Products
Customer Solutions: 1-888-838-8890

Matthews International Corporation is a global provider of brand solutions, memorialization products and industrial technologies. The SGK Brand Solutions segment is a leader in providing brand development, deployment and delivery services that help build our clients' brands and consumers' desire for them. The Memorialization segment is a leading provider of memorialization products, including memorials, caskets and cremation equipment, primarily to cemetery and funeral home customers that help families move from grief to remembrance. The Industrial Technologies segment designs, manufactures and distributes marking, coding and industrial automation technologies and solutions. The Company has approximately 11,000 employees in more than 25 countries on six continents that are committed to delivering the highest quality products and services.

TWO HEARTS PET LOSS CENTER ANNOUNCES THE 2019 PET LOSS & GRIEF CERTIFICATION COURSE SCHEDULE



Southlake, TX — Two Hearts Pet Loss Center is pleased to announce the 2019 Pet Loss & Grief Companioning Certification classes. Due to demand, for 2019 there will be 3 opportunities for end-of-life pet care professionals to find a class which works in their schedule and their locale. The three-day courses will be held on May 14 – 16, 2019 in Dallas, TX, September 8 – 10, 2019, in Boston, MA, and September 17 – 19, 2019, in Denver, CO.

"If you have a chance, GO!", "this course is amazing and one of the most informational classes I've ever attended," and "the content is so relevant and applicable for pet loss professionals, not to mention the networking with others in the same field! Priceless!" are all comments received from past attendees. The three-day course moves between the various aspects of pet loss and includes brief sessions on elements of business and self-care. "This course is unique in that it allows for the time to explore the many aspects of pet loss, from the grieving pet parent to children as well as surviving pets. As more and more people are looking at pets as family members and searching for ways to service this segment of our population, I can assure you the information in this course is EXACTLY what you need!" the course facilitator Coleen Ellis notes.

Kathy Cooney, DVM states "Just when you think you've got it down, this course advances your skills ten-fold! It's always the right time to learn more about companioning." Roberta Knauf has attended the course and states "Every time I attend this class, I pick up new ideas and tid-bits to help me help those looking to me for support."

The course covers a variety of topics, to include Understanding Pet Loss Companioning, Pet Hospice and Understanding Anticipatory Grief, The Six Central Needs of Mourning for a Pet Lover, The Importance of Rituals, The Benefits of a Pet Loss Support Group, Children and Grief: Pets and Grief, Compassion Fatigue and Self-Care. The fast-paced, exciting week ends with a moving tribute to honor the pets of the attendees. This course is approved for 15 hours of RACE accredited continuing education credits for veterinary professionals. Members of the International Association for Animal Hospice and Palliative Care and the Pet Loss Professionals Alliance will receive registration discounts.

Coleen Ellis is president of Two Hearts Pet Loss Center, past co-chair of the PLPA, and co-founder of The Pet Loss Center. She is an international speaker, author, mentor and coach. She was awarded the first Death and Grief Studies Certification specializing in Pet Loss Companioning by the Center for Loss in Fort Collins, Colorado. Coleen authored the book *Pet Parents: A Journey Through Unconditional Love and Grief*, which was released in 2011. For more information and to register these events, visit TwoHeartsPetLossCenter.com or call 317.966.0096.



A Nationwide Assignment Funding Company



TIME IS MONEY

Lowest Fees
Funding within 24 hours
Submit Assignments Online

Visit us at ICCFA booth #1015

888.359.3040 | www.assurancefuneralfunding.com
processing@assurancefuneralfunding.com

ASSIGNMENT
DIRECT
UPLOAD
ONLINE

THINKING ABOUT SELLING TO A FAMILY MEMBER?

AFC Can Help:

- Set a Reasonable Price
- Negotiate Mutually Agreeable Terms
- Ensure a Seamless Transition
- Preserve Your Family Legacy

AFC can assist you both through this process by negotiating an affordable price at mutually agreeable terms. We can help secure a lender and facilitate a transaction that ensures the future success of your firm and the continuation of the legacy you've worked so hard to build.

We Specialize In

- Business Appraisals • Sales & Acquisitions • Business Plans

Plus many more services to meet your business needs.
Call Us Today at (800) 832-6232



teamafc.com
16 Plattekill Avenue
New Paltz, NY 12561
800-TEAM-AFC
afc@teamafc.com



CONTINENTAL COMPUTERS AND ACEONE TECHNOLOGIES ANNOUNCE PARTNERSHIP

Jonesboro, AR — Continental Computers and AceOne Technologies today announced a strategic partnership to bring cutting edge technology such as website design, eCommerce and marketing services such as SEO, social media management, and geo fencing to the funeral home industry. This partnership will benefit new and existing Continental Computers customers as a one-stop solution to have greater technology and enhanced features all at a low cost.

The brand new partnership gives Continental Computers new leverages to further enhance their market presence and provide even better service to their customers through enhanced service portfolios with help from AceOne Technologies.

Continental Computers has established and maintained itself as the superior Funeral Home software available to the death care profession worldwide. They continue to bring their clients the most powerful, most versatile, end user customizable products available anywhere.

AceOne Technologies is the premier technology and marketing-based company in Northeast Arkansas. With a large range of services such as website design, SEO, social media management, mobile app development, and eCommerce, AceOne has helped many local and national businesses increase their customers while simultaneously working closely with these businesses to provide the best service possible.



- This partnership enables Continental Customers to provide the following new services:
- Website design
 - Feed Obituary directly from Management Software
 - Video show/Slide show
 - Social Media Management
 - Google Search Engine Optimization
 - E-commerce
 - Marketing services

These capabilities are being rolled out in Q1.

Ace One Technologies has emerged as a global leader in designing cutting edge websites, mobile apps, e-commerce sites and providing a plethora of marketing services for their clients. For more information, please visit their website at www.aceonetechologies.com.

Continental Computer Corporation has established and maintained itself as the superior Funeral home software provider available to the death care profession worldwide. For decades they have brought their clients the most powerful, most versatile, end user customizable products available anywhere. For more information, please visit www.continentalcomputers.com.

PASSAGES INTERNATIONAL INTRODUCES BIOTREE URN

Albuquerque, NM — Passages International, Inc. has announced the introduction of its newest urn, the Biotree. This urn helps funeral homes meet the rising demand from families to “be a tree” after life. The urn has a premium, contemporary design while still being fully natural and biodegradable. After cremated remains are added and a tree is planted, the urn will remain intact and can be kept inside for several weeks before being buried.

“This product is a game changer,” says Darren Crouch, President of Passages International, Inc. “Being able to keep the urn indoors for several weeks while the tree becomes established and the family starts the healing process, is very powerful and allows families to utilize the urn even during the winter months,” continues Crouch.

Utilizing a nutrient-rich coco peat disk nested in Portuguese cork, the Biotree provides an easy growing environment for trees in any region. The remains inside the base of the urn are treated to help neutralize their pH, which normally would be far too high to allow healthy root growth. The urn includes a certificate with which families can redeem a free memorial tree sapling specific to their region. This tree is shipped to the family within 7 to 10 days of redeeming the certificate online.



The Biotree also features an industry-first geotag, allowing families to mark the GPS coordinates where they bury the urn with their loved one’s remains, online. Friends and family of the deceased can then go online and leave memories, stories, and comments in an online memorial. The urn is now available to wholesale customers in both white and green.

Passages International, Inc. has been leading the green sector of the funeral industry since 1999, with the largest selection of innovative, environmentally-friendly urns, caskets, and memorial products. For more information on green funerals and their benefits visit www.aGreenerFuneral.org. For more information on Passages products visit www.PassagesInternational.com. To learn more about this product and watch a video on how it works, please visit the Biotree section at www.PassagesInternational.com/biotree.



A Lending Partner to Meet the Unique Needs of the Funeral Business

United Midwest Savings Bank is not your average bank – we're here to serve as a partner to accelerate your ability to grow.

- » United Midwest is a national direct lender that focuses on financing for the funeral home industry. We understand the value associated with a funeral home and lend against both fixed assets and the goodwill of the business.
- » SBA/USDA loans are great options for a funeral home acquisition, partner buy-out, debt consolidation, renovations or refinancing.
- » As SBA/USDA lending specialists, we understand the intricacies associated with this type of lending and can navigate through the process with no hassles or surprises.
- » United Midwest has quietly grown into one of the top 20 SBA lenders in the country, and our USDA lending team is in the top 10 largest dollar volume lenders in the USDA Business & Industry program. We continue to grow by focusing on one customer at a time.



CONTACT US TODAY TO LEARN MORE ABOUT FINANCING OPTIONS FOR YOUR FUNERAL HOME BUSINESS::

Chad Fondriest 614-205-7600 cfondriest@umwsb.com

 www.umwsb.com

Rates, terms and conditions subject to change. All loans subject to SBA lending guidelines, credit review, underwriting guidelines, verification of identity, and approval.



W.L. SMITH & ASSOCIATES LIMITED UPGRADES PRODUCTION FACILITIES, INSTALLS NEW DIGITAL PRESS EQUIPMENT



Ajax, Ontario Canada — W. L. Smith & Associates Limited, the largest funeral stationery manufacturer in Canada, today announced the purchase of their latest production equipment. Geoffrey Quinton, CEO of W.L. Smith & Associates Limited, explains why he chose to upgrade the W.L. Smith & Associates Limited

Production Facilities. "We have long been known outside of the Funeral Profession, for being a fully equipped Trade Graphic Arts firm. As Funeral Professionals continue looking for printed products customized to their specific families in an inexpensive and efficient manor, we know they will be looking to us for their solution.

I am pleased to announce that we have begun the process of moving towards a fully digital press production environment.

With these ongoing investments, we have elevated the capacity and quality of what was already the finest Quality provider in funeral service today. The advantages of digital press production are endless. Design change on the fly capability, no drying time, endless short run customization opportunities and semi autonomous operation to name a few. The first two installations have been completed and the third is almost finalized. I am also pleased to announce that for the first time ever, the 2019 Edition of our God In Nature Calendar was produced entirely on our new digital press equipment!

I invite our valued customer base to contact us regarding all of their Graphic Design and Production needs to take advantage of these newest additions and I'm excited at the prospect this holds for them, and their families."

W.L. Smith & Associates Limited is the largest manufacturer of funeral stationery in Canada. They are continually striving to provide products of the highest quality and service second to none. They have been in business since 1948 and are continually working with funeral professionals for the advancement of funeral service in Canada. Their headquarters are located in Ajax, Ontario. For more information on all of our capabilities, please contact our Vice President of Sales or email us at service@wlsmith.com.

MASTER YOUR CRAFT: NFDA HOSTING TWO EMBALMING & RESTORATIVE ART SEMINARS IN 2019



Brookfield, WI — To help both novice and seasoned embalmers hone their skills, the National Funeral Directors Association (NFDA) will host two Embalming & Restorative Art Seminars in 2019. Registration for the first seminar, taking place May 17-18 at the Pittsburgh Institute of Mortuary Science in Pittsburgh, PA, is now open. The second Embalming & Restorative Art Seminar will take place in August at John A. Gupton College in Nashville, TN.

The dynamic and engaging NFDA Embalming and Restorative Art Seminars offer attendees advanced knowledge and techniques that can be applied when they return to their funeral home. The seminar in May will be led by some of the country's most respected authorities on embalming and restorative art: Vernie Fountain, CFSP, embalmer and postmortem reconstruction specialist and founder of Fountain National Academy in Springfield, Mo.; T. Scott Gilligan, NFDA general counsel and owner of Gilligan Law Offices in Cincinnati, Ohio; Amanda Marie Ellis King, licensed funeral director and embalmer from Springfield, Mo.; and Jason Mishler, CFSP, MBIE, owner and operator of Mishler Embalming and Transit Service in Columbia City, Ind.

These noted experts will lead sessions on a variety of topics, including: embalming procedures and techniques for all experience levels, featuring a live demonstration; advanced restorative art techniques to help make the most difficult cases presentable; embalming standards of care; and how to manage risk and reduce liability exposure.

Attendees will save \$25 when they register on or before April 17.

- NFDA member licensed funeral director
On or before April 17: \$225
After April 17: \$250
- Nonmember licensed funeral director
On or before April 17: \$375
After April 17: \$400
- Student/Apprentice
On or before April 17: \$100
After April 17: \$125

Complete details about the 2019 NFDA Embalming & Restorative Art Seminar at the Pittsburgh Institute of Mortuary Science, including information on how to register, can be found on the NFDA website, www.nfda.org/embalmingseminar. There are a number of hotels located near the Pittsburgh Institute of Mortuary Science; visit www.nfda.org/embalmingseminar for recommendations.



OUR FOCUS IS YOUR SUCCESS!



DESTIN CASKET
\$799 EVERYDAY PRICE

SOLID WOOD CASKETS FROM \$399

**NO MINIMUMS. NO YEAR END REBATES. NO GIMMICKS.
OUR BEST PRICE TO YOU, IT'S WHAT WE DO.**

Toll Free: 1-800-565-3320 | 973-832-7879
sales@landgsupplies.com
www.landgsupplies.com

Funeral Communications for 2019

THIS IS
YOUR
YEAR

Enhance Family Experience
Instant Access Messaging
Gain Peace of Mind

ASD

myASD.com

1-800-868-9950

Save Your Back MORTUARY LIFT™ COMPANY A Lifting Experience™



**THE ULTIMATE 1000 LIFT™
ALL-IN-ONE LIFT SYSTEM**
Solo transfer in the prep room



the stepper
Solo transfer in homes
with an **ELECTRIC Stepper**

1-800-628-8809
www.MORTUARYLIFT.COM

LENDINGUSA, LEADING AT-NEED-FINANCING PROVIDER, PARTNERS WITH IFDA, PFDA, AND CFDA

#1 at-need funeral financing solution announces partnerships with Illinois, Pennsylvania, and California funeral associations.



Sherman Oaks, CA — LendingUSA, the leading provider of at-need financing to funeral directors, has officially partnered with three state organizations to promote its at-need services to members. The company has announced partnerships with the Illinois Funeral Directors Association, the Pennsylvania Funeral Directors Association, and the California Funeral Directors Association, effective immediately.

The partnerships bring exclusive offers and discounts to IFDA, PFDA, and CFDA members, and cement LendingUSA's reputation as the #1 source of at-need financing in the industry. In addition to its state association partnerships, LendingUSA also earned the endorsement of the National Funeral Directors Association in 2017.

LendingUSA offers point-of-sale financing for families, offering a low monthly payment option for their loved one's



funeral expenses. Funeral homes are paid directly and in full using a simple process that takes just a few days.

"Our outreach to state funeral associations is an important part of our growth," says Camilo Concha, founder and CEO of LendingUSA. "We predict that financing continues to grow as a payment option in the funeral space. Funeral directors should offer it to every family, so that everyone has the option of a low monthly payment." About LendingUSA

LendingUSA is the #1 funeral financing solution in the country, with a mission to redefine how families pay for funerals. The company's at-need solution offers pre-approval decisions in seconds and fast, direct funding to funeral homes. Designed to help funeral home owners grow their business, it helps to limit undercutting by competitors and the need for recourse or collections. To learn more about LendingUSA, funeral directors can sign up for a free demo at go.lendingusa.com/funeral/1 or call 866-498-0475.

AFTERCARE.COM INTRODUCES AFTERCARE-BY-TEXT™

Aftercare.com

Follow up. Build loyalty.™

Clinton, NC — Aftercare.com today announced the official launch of Aftercare-By-Text, a new program that will send personalized text messages automatically to families after the service is over. This modern outreach tool will help funeral homes let families know they are thinking about them and offer support in a way that creates a conversation with the family.

"A funeral home's success is dependent on their ability to build relationships," said Ellery Bowker, founder and CEO of Aftercare.com. "This tool helps a funeral home reach out using the preferred way to communicate for many people, including older generations," he continued.

The program was designed so the messages do not look or feel automated and are personalized for each family. If a family responds to a message, the funeral director that served that family gets a notification on their phone and can assist them without their cell phone number being revealed.

The funeral home decides what messages are sent and the schedule. The messages can be a simple check to see how the family is doing, a caring message on the birthday of their loved one, etc. The program also allows funeral homes to send text messages to all their families to invite them to an annual service of remembrance or other event.

A key component of the program is the ability to send a message asking the family to leave a review online. By gently asking and giving the family an easy link to click, the funeral home can generate a lot more reviews which is very important in today's competitive market.

The funeral director can enroll a family right from their phone while they are in the arrangement conference. Enrolling takes less than 30 seconds and the messages can be sent to multiple people.

The price is \$100 per month for unlimited families and messages. Having one simple price demonstrates Aftercare.com's commitment to make following up with families easy for funeral homes of all sizes.

Aftercare.com is well known for their Aftercare Card Program and now by adding a digital component, they can help funeral homes stay in touch and support even more families.

Aftercare.com helps solve the problem of not having time to do aftercare. Their Aftercare Card Program™ and Aftercare-By-Text™ help funeral homes and cemeteries build relationships and create loyal families by automatically following up after the service is over. Funeral homes can learn more by visiting Aftercare.com/text or calling 800-721-7097. You may also contact Ellery Bowker by email at ellery@aftercare.com.

"Your laminator is the best on the market. I've had mine for over 20 years!"

#690110 10"

- Durable extruded aluminum housing
- Quiet operation
- No exposed rollers

3 Sizes to accommodate many needs

Take \$20 off any laminator!
Mention this ad when calling or use discount code **\$20LAM** in shopping cart on our website.
Expires 4/30/19

1-800-821-1333 www.lamcraft.com

LAMCRAFT INC.

Made in USA

f p in t

**Ready to sell?
Ready to buy?
Need cash?**

Simple, hassle-free financing with little or no money down for:

- acquisitions
- refinances
- expansions
- renovations
- new construction
- working capital

and introduce real buyers and sellers on a daily basis!

We offer:

- Solid support throughout every buy-sell process, including cash-flow analysis
- Expert legal support
- Necessary stock agreements
- Clear and concise communication every step of the way.

When you need a buyer, a property, or cash, call us.

Vantage Point
PRENEED_{INC.}
Innovative Solutions for the Next Generation
Toll-Free (888) 285-4599
VantagePointPreneed.com

Launching at ICCFA 2019

BOOTH #835



Slide Pendant



Slide Bracelet

Both Available as Thumbies® or Buddies prints!

Stop by Booth #835 at the 2019 ICCFA Annual Convention and Expo to see all of our newest products!



Baue

Funerals • Crematory • Cemetery

“Because Your Family Means So Much”

Baue Funeral Homes, Crematory & St. Charles Memorial Gardens is proving that the funeral profession will do much more than merely survive the changing times. Those who remember our traditional values while simultaneously welcoming new experiences and ways of doing business will not only maintain market share—they will grow and thrive.



Innovation Inspired by Humble Beginnings

For over eighty years, Baue has been proudly serving Missouri families. In 1935, Arthur C. Baue and Clarence Hackmann opened a funeral home together under the name of “Hackmann-Baue.” In 1949, the two partners purchased an additional location, a beautiful Victorian Salvater home. After Mr. Hackmann’s death, Arthur Baue became sole owner and President of the Baue Funeral Home until his retirement in 1968. During this period, Arthur Baue purchased the Steinbrinker Funeral Home in St. Charles. Through this venture, Arthur laid the foundation of what is now the leading funeral home operation in St. Charles county.

In order to provide St. Charles with a funeral home unlike any other, every detail was meticulously attended. A large chapel was added in 1961 to accommodate the city’s growing population. Additionally, the interior décor was carefully selected by Arthur’s wife, Viola, to comfort grieving families in their time of need. Numerous decorating awards were presented to the Baues by local groups and industry associations to recognize the beauty and grace of their efforts.

Servitude that Spans Generation

Mr. Baue believed that funeral homes were an oft-overlooked pillar of the community. He lived by the motto “service to others,” which has become a cornerstone of their rich tradition. He gave his time and resources to many groups in St. Charles, from founding the St. Charles Salvation Army to serving as one of the charter members of the St. Charles Kiwanis. Although Arthur Baue passed away February 6, 1982, his entrepreneurial spirit and dedication to service continues to be an inspiration to their organization and the St. Charles community.

Arthur’s son, David C. Baue, joined in 1957, became president in 1968 and served until his untimely death in 1987. Like his father, David continued the tradition of quality service to families in St. Charles County. During his tenure, the Baue organization grew dramatically. David saw the need to expand and improve the facilities, growing the business by acquiring many existing funeral home operations.

Foresight Beyond Funeral Homes

David recognized the unfulfilled need for a dignified and beautiful cemetery in St. Charles County. In 1964,

he joined with Fred Newman as co-owner of St. Charles Memorial Gardens. Under the Baue family’s ownership since 1986, St. Charles Memorial Gardens has become the leading cemetery in the county, proudly exhibiting beautifully landscaped grounds and gardens which include religious theme gardens, mausoleums, lakeside gardens, and the “Field of Honor”, the only garden in St. Charles County dedicated solely to veterans.

David also had the foresight to see shifts and trends in the funeral industry many years before they became popular. Recognizing the importance of having a plan in place, St. Charles County Funeral Plan was officially formed in 1961 to assist pre-need families. David also felt strongly about helping families through the grieving process in the months after a death. In 1983, he formed the Baue Grief Resource Program, which continues to be one of the most comprehensive programs in the Midwest. This program provides various support services, including individual family follow-ups, grief support groups, community and professional education programs, and a resource lending library.

Building Upon Strong Foundations

Families who choose Baue get so much more than a funeral home. This has become especially apparent under Lisa A. Baue, who served as a funeral director in the family business since 1979 before becoming president of Baue Funeral Homes and St. Charles Memorial Gardens in 1987. Lisa, like her grandfather and father, is dedicated to serving families with the same personal care and quality service as is their longstanding tradition.

“When she became President in 1987 after my grandfather passed away, she really began to build our company to what it is today,” explains John Baue Devaney, Lisa’s son and Vice President/Co-Owner of Baue Funeral Homes. “I joined the Baue team in September of 2008 after working in a few other industries but ultimately realizing this is what I really wanted to do. I came on board after completing an apprenticeship and helped develop our pet services and then became a funeral director.”

In 2009, Baue Funeral Homes created Baue Pet Services, an extension of Baue Funeral Homes that offers cremation



Left, John and Lisa today. Right, Hackmann-Baue, 1948. Arthur Baue & Clarence Hackmann with their families.



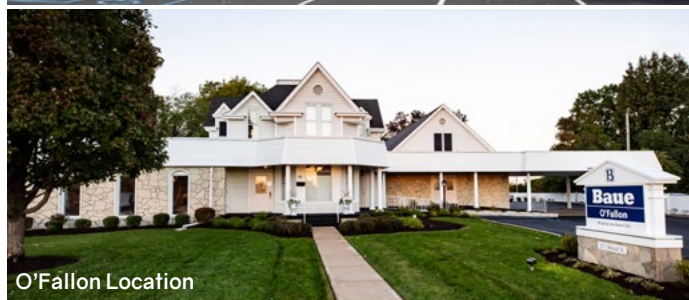
Cave Springs Location



St. Charles Memorial Gardens



Baue Care & Cremation Center



O'Fallon Location



Historic St. Charles Location

services, pet urns, caskets, stones, and memorial items to families of pets. Baue Pet Services offers a Tribute Center for services. A pet loss support group is also available that allows families to express their emotions and help them with their loss.

Today, the Baue organization is comprised of multiple locations that offer a blend of modern and traditional services. In addition to the Baue Pet Memorial Center, Baue operates St. Charles Memorial Gardens, a Center for Hope and Healing as well as a renowned Care & Cremation Center.

"In our newly renovated O'Fallon location, families always tell us that they don't feel like they are in a funeral home. It is very bright, modern, and fresh," explains John. "We removed the old pews to make room for new chairs and we redesigned the space to have soothing blue and grey colors throughout with gold accents. Our arrangement room is absolutely gorgeous, it is a combination of an arrangement room and selection room and it is honestly breathtaking," John says proudly.

The Cave Springs location goes beyond the traditional options offered at St. Charles locations. Its fresh and modern look has been revered by today's families—it is currently the largest and most used facility located on the grounds of the Memorial Gardens.

"From the time you enter the front lobby, it's clear that it is more than a funeral home. The facility combines the elegance and quality service of traditional funeral homes with modern and convenient amenities not found in most funeral homes in the region. We have a chapel, a flower shop, large rooms, a reception center, a lounge with Starbucks Coffee machines, and playrooms for children," describes John.

Inside the Cave Springs location, Lisa built an on-site flower and gift shop in 1999 which continues to thrive today. The shop gives families the opportunity to buy flowers and gifts on-site—a unique touch that families and friends attending services or visiting the memorial grounds truly appreciate. Baue maintains an impressive floral selection via a contract with a local florist who crafts beautiful arrangements for all situations and seasons. The on-site shop also offers a subscription-type floral program where families can pay for flowers to be placed on the gravesite of their loved one throughout the year.

"We know convenience is important to grieving families. That's why we created a place for them to pick up flowers and other grave decorating items right on the property. We have everything they need to honor and memorialize their loved ones—flowers, plants, garden stones, sympathy cards and a wide variety of other tribute items. We also now have an entire online store as well for the flower and gift shop, so families don't have to physically come in to order things," continues John.

Bringing Unique New Tributes to Life

After 80 years of service, the Baue organization remains a top choice amongst Missouri families largely due to the tributes created by their experienced and forward-thinking team.

"We do a lot of the same things that other funeral homes do around the country—dove releases, candlelight tributes, bio-degradable balloon and butterfly releases, and musical

Discover the incredible value!



Meadow
Solid Wood
Realtree® Camo
\$459

Meadow
Solid Wood
Rosetan Crepe Interior
\$359

One Source Prime allows customers to purchase **1/2 or full semi-trailer loads** of USA made Cremation Containers, Metal and Hardwood Caskets in any quantity in any mix on one load delivered to one location with one call. Visit our website or call to choose products from these participating manufacturers.



OneSourcePrime.us
(833) 871-4677



Copyright © 2019 One Source Prime. All rights reserved.

FBA-OSP-MAR2019

accompaniments. We also offer some extremely unique services, from a horse-drawn carriage to a Harley-Davidson hearse which is pretty unique. But what really sets us apart when it comes to our tributes is our staff and their creativity," explains John. "We encourage our staff to really listen to our families and create tributes that are truly memorable and meaningful. Each funeral director gets an allowance to spend on families throughout the year. They can then buy or create something truly unique each time they serve a family."

There is no limit to the Baue team's creativity. They have meticulously planned and activated just about any type of life-honoring tribute you could imagine, from a tiki hut complete with sand, margaritas, island shirts, and Jimmy Buffet music to creating a playable bowling alley down the middle of their chapel. They've even constructed a full duck blind and made a mini golf course.

"We put the power in the hands of our directors. They know their budget and they don't have to check in with us every time. We don't just have tiki huts on hand here," laughs John. "So, it's up to them to come up with the idea and execute it. We give them the creative freedom to serve our families to the best of their ability. When families come in, we need them to see we have gone above and beyond their expectations. We want them to feel like they are the only ones we are serving," John proudly says.

A New Legacy of Leadership

Following in the footsteps of his great-grandfather, grandfather, and mother, John is now stepping up to serve families with professionalism, compassion and forward-thinking ways to honor their loved ones. For these efforts, John has already been recognized as this year's NextGen Professional of the Year.

For years, Selected Independent Funeral Home's NextGen Group has sought to prove that there are many talented and engaged funeral professionals in their 20s, 30s and 40s. The NextGen Professional of the Year Award was created to honor and recognize the efforts of these young professionals.

"I was honored to be nominated and now to be in the presence of others who have won this award before me, I'm overwhelmed with gratitude," said John, explaining that the award has always been a dream of his: "When I first started attending Selected Independent Funeral Home events and the NexGen Seminars, and I saw someone win that award, I knew right then and there that I was going to work hard to win that award one day—but winning it now was a total surprise."

John was humbled to discover how highly his employees thought of him, "I want to thank the Selected committee and all the people who sent in letters to nominate me. Tons of my staff—about 117 employees—sent in letters about me. Reading through those was truly one of the most amazing experiences of my life," he says happily.

John believes that much of the business's success is due to their outstanding relationships with many longstanding partners, including Bass-Mollett. Long before John even began working for the funeral home, Baue and Bass-Mollett had a strong relationship.

"I would definitely recommend them to a fellow funeral director," John explains, "It was an honor to be nominated by them for this feature and have the chance to share our story. They have great customer service—it's clear how much they truly care about their clients. There is a personal touch on everything they do. They are always looking for ways to be innovative and stay ahead of the curve in this ever-changing funeral profession," he explains.

Facing the Unknown with Confidence

The Baue team will continue to grow by providing fresh ideas and the same level of quality service to their community. Warm, personalized service given to families by caring professionals in a comfortable setting has always been the hallmark of their proud past and will continue to be the standard of their future.

"It may sound strange, but I am looking forward to the unknown," says John, "Where there is an unknown, there are also so many opportunities—especially in the funeral profession. We all know that the cremation rate is rising and will continue to rise, we cannot fear this, we must embrace it. The way funerals are being conducted is changing with the generational shift and we cannot fear this, we have to tackle it head on. The way we as funeral professionals do business is changing before our eyes and is not going to stop or slow down. Instead of running away from the changes, ignoring them or trying to change them back, we must be thinking forward about how to stay relevant in a society that is fast-paced and craves convenience."

To counter this, John advises helping families plan what they are asking for and what they need in today's world. He elaborates: "It's okay if families are not asking for traditional funerals. Be there to educate them on the importance of having a celebration of life and help them plan whatever that may look like."

The Baue staff is key to providing that pivotal direction to grieving families. For that reason, John and Lisa are renovating part of their Cave Springs location to make a space for staff to unwind, relax and clear their minds. John and Lisa know just how hard their jobs are and how much their staff give. Creating a place where they can physically and mentally recharge ensures they continue to perform at their best.

"To be a successful funeral home, you have to take care of your staff, so they can take care of your families," says John, "That's why we are creating a relaxation area and quiet room specifically for our staff. It will have big reclining massage chairs, essential oils diffusing, noise-canceling headphones and water features that make relaxing sounds. And, no cell phones are allowed here. It's truly a place for employees to escape from the world and tune everything out for a few minutes. We want to give our staff more than just a lunch room: we're creating a whole sensory experience that is truly unique."

The Baue organization has been committed to St. Charles families for over 84 years. They have seen times change and have always found a way to not only stay relevant—they have established innovative new standards for the funeral profession as a whole. As John and Lisa Baue embrace their strong heritage and face the future full of optimism, the success of the Baue legacy is one that will never wane. **FBA**

THE URN THAT BECOMES A TREE

Premium, contemporary design.
Stays intact for weeks after planting,
providing a visual memorial.

The perfect companion to another
urn, or split remains between multiple.
A true living remembrance.

Includes an industry-first geotag,
allowing families to mark their burial
spot online and write tributes.



Biotree™
by P A S S A G E S®

ICCF A.
Visit Us at Booth #1111

(888) 480-6400
PassagesInternational.com

a **Greener**
Funeral.org

ALKALINE HYDROLYSIS & CREMATION RECYCLING IN THE FUNERAL INDUSTRY

As cremation has continued to rise in popularity, companies have been finding ways to make improvements to the longstanding process. Advancements in technology have allowed us to be more efficient while lessening our impact on the environment. Alkaline hydrolysis and cremation recycling are two very important aspects of the funeral industry that are allowing us to do just that. They are both good for the earth and can add major value to your business.

Alkaline Hydrolysis is a method of final disposition that is available for both our human and pet loved ones. Alkaline hydrolysis is a water-based dissolution process for human remains that uses alkaline chemicals, heat, and sometimes agitation and/or pressure, to accelerate natural decomposition. Human remains are placed in a chamber with an alkaline chemical and water mixture and may be subjected to heat, pressure and/or agitation. Depending upon the equipment and the temperature employed, the process may take 3.5 to 18 hours, leaving bone fragments, prosthetics and a sterile liquid. The liquid is considered a sterile wastewater, which is discharged with the permission of the local water treatment authority and in accordance with federal, state, provincial and local laws.

"It is the same process that occurs as part of nature's course when a body is laid to rest in the soil. A combination of gentle water flow, temperature, and alkalinity are used to accelerate the breakdown of organic materials," explains Samantha Sieber, Vice President of Research with Bio-Response Solutions. "Small businesses that could never incorporate a flame crematory can offer alkaline hydrolysis on-site. The equipment doesn't have any of the nuisances that town planners are concerned about with flame cremation. Because there is no visible stack, odor, noise, or emissions, businesses in residential and historic areas are able to fully care for loved ones on-site," she continues.

Additionally, cremation recycling helps conserve our natural resources, reduce landfill utilization and create jobs. Cremation recycling answers the critical question of what crematories should do with metal byproducts left over after cremation. In the past, many crematoriums saw disposing of medical implants, casket hardware, and dental materials as an inconvenient cost rather than an added value. In fact, properly recycling these materials with a trusted metal refiner is not only ethically and environmentally beneficial; it's also a great way for funeral homes and crematories to generate additional funds that can be used for capital improvements, charitable causes, or other investments that best align with their business model.

Learn more about how to lessen your funeral home or crematory's environmental impact with alkaline hydrolysis and how cremation recycling can benefit the earth and your business in this feature editorial. FBA

ALKALINE HYDROLYSIS EXPERT



BIO-RESPONSE
SOLUTIONS

"We make equipment that belongs in a funeral home," begins Samantha Sieber, Vice President of Research with Bio-Response Solutions. We also make certain types of equipment that belong in an institution with industrial utilities and a full-time maintenance staff – but that is not what we sell to funeral homes. Our systems are simple in design, easy to install, easy to own and maintain, and we give phenomenal support to our customers. Our customers can reach us, personally, 24/7. We have diagnostics that allow us to support our customers all over the world. We have the knowledge we've gained over the past decade through supporting over 150 small businesses with their AH systems (primarily pet)," Sam continues.

Bio-Response Solutions lets customers do what they need to do – which is run their business, serve families, enjoy their time at home, and have reliable equipment that performs as expected.

"Our family is very passionate about making a meaningful impact through what we build. We are always on the cutting edge of innovation, and always on the side of environmental progress. Our equipment is state of the art, yet simple. We don't put anything on our machines that the end user can't understand and maintain. We know who we're building our equipment for, and why it's important to them. We want every customer's story to be a success, and we continue to learn from our customers and grow the support we provide for our community of operators. Over half of our equipment is overseas – and I think our philosophy on how to build and support equipment makes this possible," Sam says emphatically.

In addition, Bio-Response provides zoning/city support and fully handles the water permitting. They have successfully navigated this task for over 200 facilities.

"We provide excellent training and support for our equipment. We also provide marketing support with videos, brochures, and posters. We have a graphic designer on staff, as well as an environmental health and safety specialist. We also go above and beyond to help our customers be successful and safe," concludes Sam.

WWW.BIORESPONSESOLUTIONS.COM



YOU'RE THERE FOR THEM LET US BE THERE FOR YOU

In the aftermath of a family's loss, the topic of payment can be a delicate matter. At First American, we focus on helping you offer **payment options** that meet the needs of your customer and your business.

SIMPLE AND SECURE PAYMENT OPTIONS

MULTIPLE METHODS OF PAYMENT ACCEPTANCE

RECURRING PAYMENT PLAN CAPABILITIES

TECHNOLOGY THAT AUTOMATICALLY UPDATES
CREDIT CARD INFORMATION

CARING, CONSIDERATE AND KNOWLEDGEABLE
CUSTOMER CARE TEAMS AVAILABLE 24/7

TO LEARN MORE, CONTACT CHRIS YURKO

Director of Business Development
chris.yurko@first-american.net
480-599-5293

www.first-american.net/partnerexchange/referrals/afam-ad

www.first-american.net/partnerexchange

Copyright © 2019 First American Payment Systems, L.P. All rights reserved. First American Payment Systems, L.P. is a registered ISO of Fifth Third Bank, Cincinnati, OH and is a registered ISO of Wells Fargo Bank, N.A. Concord, CA

ALKALINE HYDROLYSIS EXPERT



The Cremation Association of North America defines cremation as the mechanical and/or thermal or other dissolution process that reduces human remains to bone fragments. Cremation includes the processing and usually includes the pulverization of the bone fragments. This definition covers a variety of technologies that may be applied in order to achieve reduction to bone fragments, including traditional flame-based cremation, calcination and alkaline hydrolysis.

"The technology is proven and safe but takes more time than traditional cremation to complete one process. This has proven difficult for some business models. I hope that technology continues to improve by shortening the cycle," says Barbara Kemmis, Executive Director at CANA. "Do not underestimate the general public's and media interest in alkaline hydrolysis. This is a proven technology that is here to stay," she adds.

"Each business owner has a unique set of experience in which they operate, so ultimately this is a business decision. And they need to believe in the process in order to sell it effectively. CANA member practitioners who offer alkaline hydrolysis have reported multiple reasons for doing so including, the inability to obtain permits for a flame-based cremator and the desire to offer a new or greener option for families. CANA staff reports that consumers are requesting it. I fielded more questions from reporters about alkaline hydrolysis in 2018 than any other topic," states Barbara.

CANA is all things cremation and has been serving the death care profession for over 100 years. Membership in CANA brings visibility to consumers seeking alkaline hydrolysis through their provider directory, as well as the remainder of their member benefits.

CANA offers alkaline hydrolysis content geared toward consumers and practitioners online and in person.

"CANA remains the only death care association to offer content and services related to alkaline hydrolysis for a variety of audiences," emphasizes Barbara.

WWW.CREMATIIONASSOCIATION.ORG

ALKALINE HYDROLYSIS EXPERT



"Water Cremation gives families another option. For years, there was only the choice between burial and flame-based cremation. What we have learned is that many people who would choose flame cremation for themselves or a loved one do not like the aspect of fire. People are typically more comfortable with the thought of water and see this as being gentler and like its more environmentally friendly credentials. The funeral industry continues to evolve and modernize with people looking for more choices. We believe alkaline hydrolysis is the next phase in this evolution and would help the industry improve its environmental credentials and meet the capacity challenges of a rapidly growing population by using innovative new water technologies," explains Nicki Mikolai, Sales Manager with Resomation America.

Nicki also points out that a recent study proved that alkaline hydrolysis has a carbon footprint over 7 times less than flame creation and over 3 times less than burial. It also requires significantly less energy in the form of electricity and gas, and releases no airborne harmful particulates, nitrous oxides, or mercury.

"Our revolutionary Resomator S750 is not only the first, safest, fastest and most validated system on the market but allows the client to enter a relationship with a company that has a high level of expertise and experience to support them through the various stages of being able to offer this new service. We now have a US office in Minnesota that can offer advice, assistance with facility design and layout, final commissioning and training. We also offer comprehensive field service and remote diagnostics," Nicki elaborates.

Resomation America's feedback from clients has been fascinating and thought-provoking.

"For example, Bradshaw Celebration of Life Center in Stillwater, MN, anticipated the biggest reason for choosing alkaline hydrolysis to be the environmental side. However, the larger reason has actually been the people who don't like the fire component, seeing this as a gentler alternative. Another aspect I would say is that not all Alkaline Hydrolysis machines are the same. For instance, you do not just buy a car as they vary in technology, cost, performance, ease of use, aesthetics, speed and safety - the same goes for Alkaline Hydrolysis machines," concludes Nicki.

WWW.RESOMATION.COM

Custom Cap Panels from Funeral Home Gifts

Create **Fully Custom Designs**
or Choose From 1000's of
Stock Designs

Made in the USA

Delivered Overnight



"After displaying the sample cap panels from Funeral Home Gifts, the very first at-need family that walked into our display room were immediately drawn to the personalization and depth that was provided by simply placing a cap panel into the casket. The family purchased the casket, because *'it looked just like Mom.'*"

Briley Taylor, Howard - Carter Funeral Home

Call or Visit Us Today for a **FREE** No-Obligation Sample
Visit Our Booth #1235 the Charlotte ICCFA Show

**FUNERAL
HOME GIFTS**
CREATE A WOW EXPERIENCE

FuneralHomeGifts.com
800-233-0439

CREMATION RECYCLING EXPERT



Aside from paying top dollar for dental scrap metals and delivering an unparalleled level of customer service, Garfield Refining Company helps their clients maximize precious metal recovery by providing complimentary tools like automated cremulators and urn filtration devices. These tools maximize precious metal recovery and streamline the metal sorting process so crematory operators can be more productive and effective.

"Before a funeral director or crematory chooses a company to refine with, they should conduct research to ensure that they are getting the best value and customer service during the entire recycling process," explains Michael Sherbekow, Head of Sales and Purchasing with Garfield Refining Company.

"Garfield Refining Company has been refining precious metals for more than 126 years and our staff has over 200 years of combined experience. We provide the tools, equipment, and education that crematoriums need to maximize their precious metal yield and payouts from recycling. We have industry-leading customer service and are available to help clients during the recycling process from start to finish. Garfield is not a broker or middle-man and scientifically evaluates your metal in-house, so you know exactly what it's worth," states Michael.

Garfield is committed to creating long-standing relationships, which means providing an easy, streamlined, and transparent service for their customers, so they know they are getting the best value for their items. Garfield knows metal recycling isn't a funeral home's core business, which is why they go above and beyond to make the recycling process as clear and painless as possible.

Garfield does not work off a fixed or speculative pricing model.

"We evaluate your post-cremation metal with scientific equipment, so you know exactly what it's composed of. This process is transparent, so you can rest assured that you are getting a fair value for your material. In other words, Garfield doesn't give estimates, they provide detailed and accurate analysis," adds Michael.

WWW.GARFIELDREFINING.COM

CREMATION RECYCLING EXPERT



LGS Refining is a full-service precious metal refiner. They provide collection containers, personal account managers, and shipping and disposition services on all metallic remains including pacemakers. They certify the complete disposition of each shipment and a Certificate of Recycling is provided. Their services are available with no commitment requirements and at no cost to crematories.

"Each crematory generates post-cremation metallic waste. Recycling of these metals allows for the materials to be eventually repurposed. LGS Refining offers free disposition service and complete destruction, along with a monetary payout for all materials received. Crematory owners are free to decide how the proceeds from their recycling activities are distributed. From charity to hospice donations, employee parties and bonuses, building improvements, new equipment purchases, community outreach programs, the possibilities are endless," explains Ilian Stefanov, Owner of LGS Refining.

"The post-cremation metallic scrap generated by your company is NOT considered hazardous material by the EPA despite what some trade publication circling around the industry want you to intentionally believe. Fact is, EPA considers crematory metal residues as scrap metal, which is excluded from the definition of hazardous waste. There are no 'cradle to the grave' liabilities to crematories. Be aware of companies advertising or promoting this misinformation," he adds.

At LGS, they know it is important for the material to be recycled; as the decomposition of the metallic alloys, if buried or not disposed of properly, can and will become toxic to the environment. The EPA does ask that crematories dispose of this material through means of recycling or refining and not bury the materials. The recycling activity can be very profitable and only minimal quantity is required.

"I would fully encourage crematories to work directly with precious metal refiners and not recyclers or third-party vendors. You could be distorting your profits by as much as 50-80%. Majority of the proceeds are in the dental alloys, in fact, post-cremation metallic dental remains account for as much as 80-90% of the proceeds generated from recycling this material due to the high concentration of Gold, Silver, Platinum and Palladium," Ilian explains.

WWW.LGSREFINING.COM

MEMORY GLASS

FINGERPRINTS EARTH CREMATED REMAINS

Come visit us!!
ICCFA - LAS VEGAS
BOOTH 809



*Cremated Remains Suspended in
Handblown Glass
Keepsakes and Jewelry*

memoryglass.com

866-488-4554

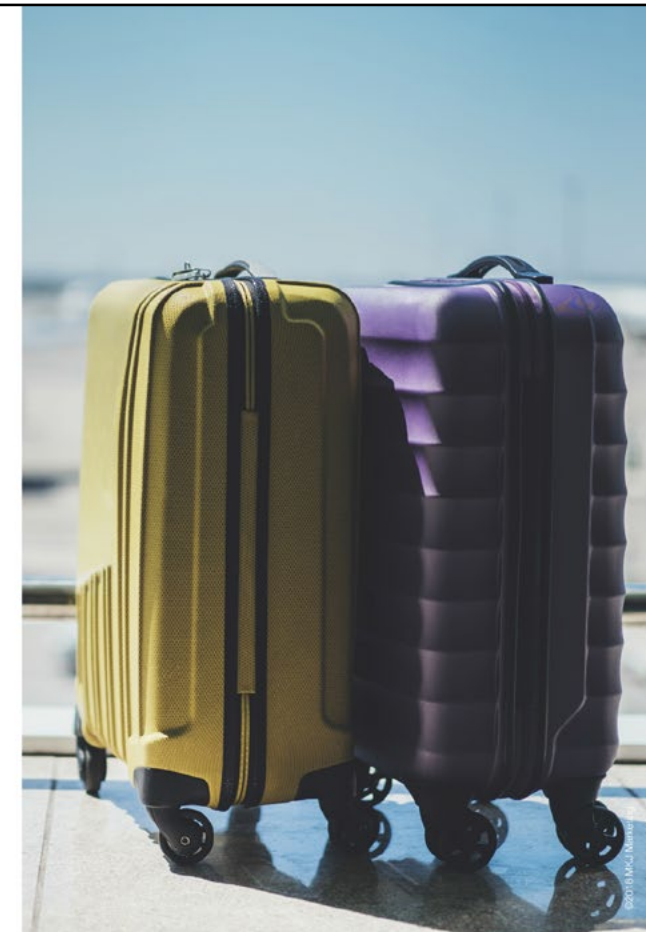
Introducing the Travel Plan Families Won't Leave Behind

It just so happens the talk of the funeral industry is also the standard of the industry. The Travel Plan by Inman guarantees a loved one will be returned if death occurs 100 miles or more from home. One fee and one call takes care of everything while putting families at ease. And because it's commissionable, it's an excellent way to keep good counselors engaged and on board. Especially since cremation is on the rise and funeral values are at a perceived low. The Travel Plan by Inman. The perfect plan for everyone.



SHIPINMAN.COM | 888-889-8508

VISIT US AT BOOTH NUMBER 1406



CREMATION RECYCLING EXPERT



"The number one aspect to our approach is transparency. We offer an open-door policy that allows our customers to visit our facility, witness the smelting of their high-value metals and a quick analysis. This is important because it takes away the mystery that surrounds the reported value of the metals that are being turned in for recycling. We also offer a sample of every melt so when a customer cannot visit to witness the process, they can have a third-party assayer verify our results," says Kevin McKay, Manager with the Cremation Division at Mid-States Recycling and Refining.

Mid-States provides drums and jars for collection and storage. They also cover all shipping and insurance costs. Mid-States recommends a separating processor that will help customers not only with handing back cleaner cremated remains, but by doing so will help them recover the most metal to be recycled.

"To my knowledge - and we have had an industry attorney look into this subject - the federal mandate regarding how to handle post-cremation metals is Code of Federal Regulations 40 (CFR 40). This effectively says the crematory cannot simply bury the metal or dump it in a landfill. It needs to be properly recycled. It is our opinion that the metals should be handled only by EPA-permitted facilities and by no means should the metals go through a middleman. This is why, it's so important to perform some due diligence on the company you choose to work with," explains Kevin.

Kevin also advises that funeral homes should always be leery of companies offering 'free' products or services in exchange for the rights to the funeral homes metal.

"Cremation recycling is worth significantly more than most think. This is important to know so that you can be certain the 'recycler' isn't charging too much (far more than their published rate) and that you are getting the maximum amount back. Really thorough reporting should accompany every lot of metal sent to be recycled. Even if you're donating the money (or especially since) you want to make sure the most is going there, not the recycler," states Kevin. "It is also not true that all recyclers operate the same way. Simple questions should be asked like whether or not you are allowed to visit their facility, or even witness the smelting and analysis of their metal," Kevin further explains.

WWW.CREMATIONRECYCLING.COM

CREMATION RECYCLING EXPERT



Noble offers free products, equipment, and on-site training for crematorium operators to help make their job collecting metals easier and faster. Noble Metal Solutions has an open-door policy and invites their customers to witness their melts. Noble offers free products and equipment to help crematory operators identify and remove all metals prior to the cremated remains going into the urns. Additionally, Noble will purchase needed crematory equipment to be paid over time using the proceeds from the metals recycled.

"Our mission is to educate crematory owners on what kinds of metals they accumulate, the value of those metals, and how to extract and recycle them properly," says Dan Wokoun, Executive Vice President with Noble Metal Solutions. "Our products and services, besides being free of charge, will help streamline this aspect of the cremation process and let directors and cremationists get back to what is most important, taking care of the families. Our transparency is what sets us apart from our competition," Dan adds.

Noble serves the death-care profession by applying accurate and transparent refining procedures that customers are invited to witness. Noble provides detailed refining reports including incoming weights, insurance liability protection along with a complete chain of custody. Their employee turnover rate is very low, ensuring consistent and reliable service to their crematory customers.

"Like all businesses, not all the providers are created equally. A crematory should ask their recycling company if they can come witness their melts and or tour their facility. Another aspect about cremation recycling, that crematories don't usually pay attention to, is the reporting of incoming weights of their non-ferrous metals such as dental alloys. Many recycling companies only show the final results leaving out the steps they utilized to get the final results. If your crematory does not separate the non-ferrous metals, you are relying on the recycling company to report those weights. A crematorium should receive a detailed report showing every troy oz of metal that was sent," urges Dan.

Noble Metal Refining believes that cremation recycling should be handled with the same dignity and respect that funeral homes already demonstrate to decedents and their families.

"We understand that cremation recycling might not always be a top priority for crematories but to us it's our passion," Dan concludes.

WWW.NOBLEMETALSOLUTIONS.COM

SHAPING FAMILIES' EXPECTATIONS, ONE FUNERAL EXPERIENCE AT A TIME

Life Celebration®

CREATING COLOR AND LIGHT
IN TIMES OF DARKNESS

Our Community of future-focused funeral professionals delivers powerful, healing experiences to families throughout America and one Canadian town. Learn how to make the magic happen through completion of our comprehensive training curriculum, led by Licensed Funeral Directors and Certified Experience Economy Experts.

Stage the experience with the help of our dynamic collection of customized, never-templated keepsakes that families cherish and hold on to for a lifetime. From incredible digital displays to the widest array of printed products in the business, our capabilities are limitless in our mission to help set you apart from the rest of the pack by becoming the exclusive Life Celebration Home in your market. Call us today for Membership information.

Introducing the Shape-It Series

for the first time ever, receive customized laser cut printed products overnight. Watch the magic unfold by visiting

www.lifecelebrationinc.com/shape-it-series

CREATIVE IDEAS FOR FAMILIES WHO CHOOSE CREMATION

BY ALYSSA MCNAB

The increasing demand for cremation presents an opportunity for funeral professionals to think creatively – not just about how to adapt your business, but also how to deliver meaningful, memorable services.

People who choose cremation do so for a variety of reasons. But regardless of a person's initial motivation for selecting cremation, firms have an opportunity to differentiate themselves through the experience they provide for these individuals who want meaningful, memorable funerals.

That exceptional experience can have a lasting impact on your business in the long term. A recent Homesteaders survey asked policy owners about the main reason they chose cremation, and nearly 20 percent of respondents indicated they made this selection because others in their family had been cremated. Consider the potential for building loyalty through the service you provide for those families and others who approach your firm for cremation both pre-need and at-need.

Making assumptions can be a significant barrier to providing what your client families actually want. For example, while it may be tempting to assume that reducing costs is the primary motivator for families who choose cremation, this often isn't the case. In fact, more than half of our survey respondents indicated a reason other than cost as the main factor in their decision to choose cremation.

Whether or not a family wants to include a casket viewing (and, speaking of not making assumptions, don't assume families who choose cremation know this option is available), your firm can incorporate many customized visitation and funeral ideas. Here are a few considerations for planning funerals that creatively meet families' needs, earning customer satisfaction and potentially even referrals in the process.

Start with the right questions.

Successful collaboration requires mutual understanding, and for funeral professionals this includes asking questions that help you get to know your client families and what is meaningful to them. Find out why the family is choosing cremation and why these reasons are important, and then communicate how your firm can help meet those needs.

This is just one part of thinking creatively about services – you'll also need to really get to know the individual whose life you're honoring. The basic questions you already need to ask can be starting points for your discovery process. Here's just one example: A person for whom you are planning a funeral has eight grandchildren, many of whom live in the area. After learning this, ask about activities they enjoyed doing together, interests they shared and how they celebrated special occasions. Each of those elements has the potential to become an integral part of the funeral service.

Create a personalized atmosphere.

While learning about the individual and his or her family, consider how you can apply this information to many different elements of the service. Customized displays at the funeral venue, for example, can help provide an immersive environment for families and friends. If a person built model airplanes, why not display a collection of them in the entrance so visitors can admire them and reminisce about this aspect of their loved one's life? Some individuals have been honored on an even larger scale – for example, with exhibitions of classic cars in the funeral home parking lot or with funeral processions that reflect the person's career, hobbies or interests.

If practicality becomes a concern, remember that meaningful elements can also be simple. I've attended visitations and funeral services with small, personal additions that made a big difference, such as a bowl of the person's favorite snacks near the guest book and displays of poetry written by loved ones.

Build photo tributes.

Funeral professionals can also use the knowledge they gain about families to develop photo displays that truly reflect their needs. For example, you might suggest that families provide a timeline of a person's life or create themed photo boards that focus on particular relationships or interests. Photos used in these displays can become an even more important way to establish visual memories for families who choose cremation without a viewing.

THE ONLY **ALKALINE HYDROLYSIS SYSTEM** THAT IS A JOY TO OWN FOR YEARS TO COME.

ICCF Booth #1904



HT-500
Human System



PET-400
Pet System

Bio-Response builds systems specifically for funeral homes and small businesses. Our systems let our customers run their business, serve their community, and experience the joy of having simple and reliable equipment. Our customers don't just buy a machine... they gain our 25 years of alkaline hydrolysis know-how, our expertise of working with local municipalities, our decades of experience supporting machines all over the world, and our continued innovation. Join our community of like-minded people who want to make a positive impact on our environment and communities.



AQUAMATION



BIO-RESPONSE
SOLUTIONS

200 Colin Ct. Danville, IN 46122

(317) 386-3500

www.aquamationinfo.com

Also consider alternative methods of displaying photos at the visitation or funeral that match the atmosphere, themes and personality traits the family wants to highlight. One example of this is to attach photos to the strings of balloons positioned above the guestbook table. This type of idea will be especially appreciated by families who want the service to take place in a hope-filled, celebratory environment.

Leverage video capabilities.

There's a reason that video presentations are a popular element for funeral services, regardless of whether a family chooses cremation or burial. These videos can help them connect over shared memories and find joy in the experience. While most of these videos are photo based, it's also possible to incorporate home movies and interviews with family members.

Video presentations are also a great topic to discuss with families who prearrange funerals. By planning in advance, the family has an opportunity to capture video of the person who will be honored at the service. In turn, that person will have a remarkable way to tell their story in their own words and share messages of love to help their family through the difficult time.

Offer personalized memorialization.

A personalized urn will help a family convey their loved one's personality, which can be especially important if they plan to have the urn present during the funeral. Customization can be as simple as engraving the urn, or it can take the form of a more elaborate urn with a unique shape or image. A Veteran's

service may be honored with special embellishments on the urn as well.

If the urn will be displayed at the service, this can offer additional opportunities for personalization. Many families choose to display a photo alongside the urn, but other meaningful items can also be displayed to create an even more memorable tribute. For example, the urn could be placed on a stand covered with a handmade quilt that was special to the loved one. Carefully chosen floral arrangements and candles can also contribute to the atmosphere you help the family create, whether this is joyful, reflective or both.

Provide options for after the service.

The family's wishes for the loved one's final resting place can also help you plan a meaningful experience for them. Some families may wish to hold a scattering ceremony at a later date. If that is the case, you can work with them to plan an event that incorporates elements from the funeral as permitted. (Of course, you'll need to confirm local regulations about the disposition of cremated remains to help you serve as a resource for families who have questions about what is allowed and available in your area.)

Families have more options than ever for what they can do with cremated remains. Many cremation jewelry choices are available for families who wish to keep their loved ones close. Other options include cremation art glass pieces, which turn cremated remains into objects that are both beautiful and meaningful.

You never know what customized details might be valued by families who choose cremation – until you ask questions that help you get to know them and the reasons behind their preferences. Working together, their memories and wishes combined with your creativity can help you plan services that deliver a highly satisfying experience. **FBA**

The research cited in this article refers to a survey of Homesteaders policy owners who prearranged and prefunded during May 2017. The results were published in the fifth edition of Homesteaders' Pre-need Motivators report, which is available to download for free at homesteaderslife.com/motivators.

Alyssa McNab is Homesteaders Life Company's Digital Marketing Specialist. Homesteaders Life Company, a mutual company owned by its policy holders, is a national leader providing products and services to promote and support the funding of advance funeral planning and end-of-life expenses.

Own Your Funeral Home's Online Reputation



15 65 99

Or Someone Else Will

Get Your Free Instant Reputation Report Now

www.FuneralHomeReputationNow.com

CALL ABOUT MONTHLY SPECIALS



KEEPSAKE PENDANTS

NEW ADDITIONS

Madelyn Keepsake Pendants are hand made using jewelry-grade metals.



Antique Filigree Pewter Cross Antique Pewter Rose w/ Pearl



Sterling Silver Feather Sterling Silver Fish Hook

800-788-0807 Fax 608-752-3683
www.madelynpendants.com
e-mail orders@madelynco.com

TRAVELER QUEST

ALL-INCLUSIVE BATTERY OPERATED PORTABLE PA SYSTEMS

"Being heard at services and gravesites has never been easier or more affordable."

- Pastor James



TQ6

- Easy to Transport
- 30 Watt Amplifier
- XLR/1/4" Combo & 1/8" AUX Inputs
- Runs up to 15+ Hours

Rechargeable Built-in MP3 Player
Built-in Handle
Speaker Pole Mount



TQ8

- 150 Watt Amplifier
- 2 XLR/Line Inputs
- Up to 2 Wireless Mics
- Runs up to 24+ Hours

Built-In Bluetooth



Handheld, Headset, or Lavalier Mic Systems Available



Scan for more info

Portable Lightweight PAs For:

Projecting Voice Across Large Rooms, Overfill Rooms, Grave Sites, and Many Other Applications.

House of Worship • Gravesite • Presenters • Live Stage • Schools • Theatre



Speaker stand not included

FAMILY OWNED SINCE 1977

800-369-7768
GalaxyAudio.com

*See website for warranty details

"CROSSING BORDERS AND OCEANS SHOULD NEVER LEAVE A FUNERAL HOME CROSSING ITS FINGERS"

- Dave McComb, Owner & Funeral Director



Independent Funeral Director Owned **Inman.** SHIPPING WORLDWIDE

SHIPINMAN.COM | 1-800-321-0566

independently owned | VISIT US AT BOOTH NUMBER 1406

DO YOU PROVIDE AFTERCARE FOR DIRECT CREMATION FAMILIES?

BY ELLERY BOWKER

Cremation seems to be one of those line-in-the-sand things where the family chooses a viewing and service, like a traditional burial service, or they choose direct cremation. I'm sure there are hybrid versions of this, but for the purpose of how families are treated, as it relates to the level of service provided, it is binary.

I'm not saying that a funeral home treats people who choose direct cremation with any less respect or dignity, that would be wrong. I'm suggesting that, like any business, the value of the sale to the funeral home dictates the level of service it can provide.

Obviously, direct cremation is the lowest cost option for the family and the services provided are minimal, but that doesn't mean there isn't an opportunity to create a lifelong customer.

If you treat direct cremation as just a transaction between a buyer and seller, families will see and feel that. Their expectations already may be low given the price point and, if so, there is an opportunity. Consider it instead as the start of a relationship and demonstrate that by following up with them, even when there is seemingly nothing in it for you, your business will benefit over time with good will and word of mouth marketing.

Aftercare is the easiest way to show empathy and nurture a relationship after the service is over. Here are five reasons you should provide some aftercare for families that chose direct cremation.

1. They do not grieve less

The loss of a loved one is immeasurable and no less painful because someone could not, or chose not, to spend the money for a full-service funeral. Concierge level grief support would not be affordable for direct cremation families, but you could certainly have online or other resources available for them.

2. They have the same problems after the funeral is over

The list of things that need to happen when someone dies, such as closing accounts, estate issues, notifications, etc. are the same if the person is cremated for \$800 and the ashes handed back in a cardboard box than if they were buried in a Bronze casket. One of the missed opportunities for funeral homes is giving families a post-death checklist and then going over it with them. That non-legal advice and assistance is a way to endear a family to your firm.

3. They have friends and family and give recommendations

A family you served that chose direct cremation can recommend your firm, or not, just as fast and effectively as a family that spent fifteen thousand dollars on a funeral. The person asking for a recommendation for a funeral home will not be asking what type of service was purchased. They want to know about their experience.

4. They can leave online reviews

Correction, they can and do leave online reviews. Reviews are a transparent view into how you treat customers at all price points. Google doesn't just let high value customers leave reviews, they let all and this has created a higher level of service for all customers. If your business is primarily direct cremation, then most of your calls are likely coming from Google searches for a low-cost cremation provider. Reviews can affect your search ranking and, of course, whether someone will call based on what the reviews say.

5. The next time they might choose a full-service funeral

It's dangerous to assume that once a direct cremation family, always a direct cremation family. Not every direct cremation is because of a lack of money, and things do change. The service they are choosing today may be taking care of a relative that had no money, but next time might be for their parent and they are willing and able to spend more for a service to honor them.

Bottom line

To grow a funeral home, you need to be adding new families each year but more importantly you need to build a relationship with the ones you have served so they choose you next time they have a need. A key takeaway is that any funeral home can copy your business, but they can't copy your relationships. **FBA**

Ellery Bowker is the Founder and CEO of Aftercare.com. Aftercare.com helps funeral homes and cemeteries build loyalty with an automated follow up program. Ellery can be reached by phone at (800) 721-7097 or reach by email ellery@aftercare.com.

Waiting weeks or months for payment on your insurance claims?

FAST FUNDING® can help!



FAST – receive payment within 24 hours of verification

SIMPLE – most assignments require only one signed document

EASY – submit, track, and manage claims through any web-enabled device

TRUSTED – #1 provider of Insurance Assignment Funding in North America



C&J Financial, LLC
The Leader in Insurance Assignment Funding™

CJF.com | 800.785.0003

WELCOME to our NEW COLLECTIONS

ENDLESS GRACE *and* WHISPERING WOODS

Featuring artwork BY LISA AUDIT

- Original watercolor artwork by Canadian artist Lisa Audit
- Two complete lines of coordinated stationery
- Skillfully embossed and foil stamped accents on Register Book covers
- Expertly designed interior featuring two full-color Gallery Pages
- Features upscale box set and acknowledgment packaging

CALL 800-827-5151 TODAY!

COME VISIT US IN BOOTH 1509 AT ICCFA

www.messengerstationery.com

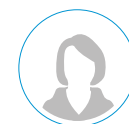
Messenger

Promo Code: 9044

MediaBuk®

Keeping
memories
alive.

HD
LCD SCREEN



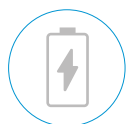
Print & insert a
5x7 cover photo



High definition
screens



Holds up to
60 minutes of
video content

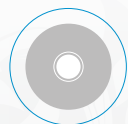


2 hour
rechargeable battery

The New Video Tribute Solution



Drag & drop
.mp4 videos



Replaces
DVD's

www.MediaBuk.com | 385.630.4664

LEGACY FUNERAL GROUP OFFERS AT-NEED FINANCING. DO YOU?

How Legacy Funeral Group and LendingUSA partner to provide unparalleled service to local families.



Michael Soper
President & CEO, Legacy Funeral Group

How does one of the largest groups in the death care industry help their funeral homes grow? How do they continue to improve the outstanding service provided by their funeral homes?

In 2016, the leadership team at Legacy Funeral Group found a way to achieve both growth and service goals by partnering with leading at-need financing provider, LendingUSA.

Legacy Funeral Group understands that a family's satisfaction is shaped by compassion and the ease of service. They also realize that many factors go into how a family chooses to pay for funeral arrangements.

Although many elements are beyond a family's control, such as timing and amount of death benefit payout, other factors may be more about preference or financial circumstances.

It became clear that a low monthly payment option for funeral arrangements should be more readily available, just as they are for nearly every other major purchase.

In addition to exceeding service expectations, sustainable business growth is also top-of-mind for Legacy Funeral Group. At-need financing helps families choose exactly the kind of funeral they want to honor their loved one, while ensuring the funeral home is paid quickly and upfront for services rendered.

Great Partnerships, Great Relationships

LendingUSA's Senior Relationship Manager, Elaine Valdez, recently spoke with Bill Vallie, West Texas Regional Manager for Legacy Funeral Group, about the companies' partnership. Bill's extensive experience in the industry makes his perspective particularly valuable to funeral directors who may be considering whether to offer at-need financing.

In this excerpt from Elaine and Bill's conversation, find out what led to Bill's initial decision to offer financing, why he chose LendingUSA, and how Legacy's funeral homes have benefited:

Q: Why did you decide it was time for Legacy Funeral Group's funeral homes to offer at-need financing?

A: Our clients today are either financially set or not. It has come to a point that an alternative source for payment is needed for many of our families

Q: How have general consumer expectations and payment trends influenced the funeral industry?

A: As is the case in the medical community, payment at time of service is now expected. Many of our families need to split the amount due between siblings and LendingUSA makes this a great way for them to take care of the charges.

Q: So, you're saying that families need flexibility with how they pay?

A: Yes, no one form of payment can fit everyone's situation.

Q: What scenarios commonly lead to a Legacy funeral client choosing to finance their loved one's funeral — delayed insurance payment, lack of pre-need planning, unexpected financial circumstance, etc.?

A: Generally, we've seen that families who need payment flexibility may not want to put the charges on their credit card or go to the bank for financing. The extremely simple application process is convenient for a family to complete at the arrangement conference or prior, to know they can secure payment for the funeral of their loved one.

Q: What specific factors did you consider when looking for a financing partner?

A: Signing up needed to be simple. When first applying, our families needed a "soft inquiry" into their credit so as not to flag their account. And the one factor that really sold Legacy Funeral Group was no liability of pay-back in the event of default from the client.

Q: Were there any questions or misperceptions from your funeral directors when Legacy Group began offering financing?

A: One big one — "This is too good to be true!" However, after detailed conversation with representatives from LendingUSA and assurances that what they were saying was true, we ventured out and tested the program at a select few locations. After the great success at the test locations, Michael Soper, CEO of Legacy Funeral Group, opened up the entire company to the program. It's been a great success.

Q: What kind of feedback do you get from your funeral directors and clients when Lending USA's financing is the chosen payment option?

A: Funeral directors have commented how easy the application process is. They also find that even if the client family was not approved for financing, they feel much more comfortable about requiring payment at the arrangement conference. Client families appreciate the "soft inquiry" to their credit score and most of all the ability to utilize the interest free period.

Q: What's been the biggest benefit to your business?

A: Securing accounts with a simple easy process for our funeral directors and client families.

Q: What would you tell a funeral director considering whether to offer at-need financing as a payment option?

A: When we were first told about LendingUSA our comment was — "This is too good to be true, what's the catch?" And that's the comment we make to funeral directors who we speak to about LendingUSA. We've been a member of the LendingUSA family for a number of years now and everything they told us has been true and correct.

We suggest that funeral directors try it out, to make it easier for their families and themselves. They'll be glad they joined the family of funeral homes offering LendingUSA to client families.

The Bottom Line

At-need financing not only benefits your bottom line, it also provides a convenient option to help more client families, grow your revenue, and eliminate collection and recourse headaches.

In 2019, there are endless options for nearly everything in life, why should paying for a funeral be any different? Today's consumers expect ease, flexibility, and affordability in all transactions. At-need financing is a simple, easy way to meet this need in the funeral home. **FBA**

About LendingUSA

LendingUSA is the largest and fastest growing funeral financing solution in the country, and the only financing option of its kind to be exclusively endorsed by the NFDA. Its mission is to redefine how families pay for funerals, with pre-approval decisions in seconds and fast, direct funding to funeral homes. For more information about LendingUSA, you can call (866) 445-1208 or visit lendingusa.com/funeralbusinessadvisor

About Legacy Funeral Group

One of the most trusted names in the death care industry, Legacy Funeral Group manages funeral homes across the country, providing meaningful end-of-life services to clients and their families.

WHAT'S NEW IN FUNERAL HOME & PRENEED MARKETING?

BY JEFF STEWART

In a word, Facebook!

In 2018, our company conducted hundreds of social media campaigns for funeral homes and generated thousands of preneed leads for funeral homes. Needless to say, Facebook is our fastest-growing lead source for preneed marketing!

For example, recently, one of our funeral home customers who had a new sales professional in place ran a survey on Facebook. In one week, the Facebook survey received 169 clicks and 21 leads for \$107. That means that this new sales professional is set up for success with over 20 leads to start calling!



And that is just one example of many. We have had some surveys receive 50 or more leads over a two-week period. Some have received 70 or 80+ leads!

These are some pretty amazing results, but I think the most amazing thing is that more funeral homes aren't availing themselves of this technology to generate leads and enhance their image in the community.

Here are a few things our social media marketing team has learned as we've ventured into preneed marketing on Facebook:

1. Facebook lead generation is very cost effective. Over the last few years, direct mail results have been declining, which in turn, increases the cost of each lead generated by mail. So, we began looking for more cost-effective strategies to generate leads for our clients and started running our first lead generation campaigns on Facebook in late 2016. Over the course of the last two years, Facebook has become a fantastic source for leads for many of our funeral home customers, and the best part? Leads generated on Facebook cost about 75% less than direct mail leads. Now, that's a bargain!

2. Facebook lead generation allows you to reach younger ages. In looking at our direct mail results, it also became evident that oftentimes, mail is much more effective with individuals ages 70 and up. For those in their 50s and 60s, direct mail just wasn't getting the results we liked to see. So, we decided to look for other ways to attract this demographic, and the obvious choice was Facebook. A lot of our leads generated on Facebook are falling into the 50-69 age band. Today, it's not uncommon for us to encourage our clients to reach their 70+ market with direct mail and target their 50-69 ages on Facebook.

3. You have to give away value to get value. Many of our clients ask if we can help them run "awareness" posts about

Ready Capital Small Business Specialty Finance We can help you with your funeral home financing needs

Ready Capital is a national direct lender that specializes in providing financing solutions.

Our team of specialists understand the value of your small business. We understand that the true value of a small business operation is the people who operate the business and the communities that they serve.

Loans can be structured to include:

- Up to 100% Financing
- Up to 25 Year Terms and Amortization
- Construction & Renovation Financing
- Equipment Financing
- Working capital
- Acquisitions & Partner Buyouts
- Debt Consolidations



Stop by **BOOTH #1441** at the ICCFA Convention to learn more about how we can help you with your funeral home financing opportunities!

John Tonjes / Ready Capital / SVP, Small Business Specialty Finance / 614-981-4376 / john.tonjes@readycapital.com
Dan Bywater / Ready Capital / VP, Small Business Specialty Finance / 801-477-7798 / dan.bywater@readycapital.com
Marie Shelton / Funeral Financing Associates / Owner, Managing Director / 812-475-9711 / mshelton@funeral-financing.com
Jody Myers / Funeral Home Financing Associates / VP Loan Operations / 309-258-3708 / jmyers@funeral-financing.com

For media inquiries please contact Jennifer Graziano | info@readycapital.com | 866-379-0967

Creative Solutions. Reliable Results.
www.readycapital.com



© 2018 ReadyCap Lending, LLC. | Arizona Commercial Mortgage Banker License #CBK 0930164 and #CBKBR-0120450, California Finance Lender's License #60DBO 43995, Iowa Mortgage Banker License #MBK-2014-0053, Oregon Mortgage Lender License #ML-5305, South Dakota Mortgage Lender License #ML.05087, Vermont Lender License #6680

Kanga-Woo
First Call Pouches

FIRST IMPRESSIONS COUNT!

Revolutionary first call pouch technology that standard pouches miss!

Visit us at ICCFA Booth #430



- Reversible Design
- Dual Pillow Sleeve
- Outer Pockets
- Dual Inside Pockets
- Full Length Mattress Sleeve
- Custom Fabrics
- 6 Additional Inches in Depth
- Dual Zippers

• **WE ALSO MANUFACTURE COT COVERS** •

800.645.8966 | info@kanga-woo.com | www.kanga-woo.com

US Patent #9693925

the funeral home's staff, history, or offerings. These are fine posts for general marketing purposes, but if you want to generate leads for Facebook, you have to give away value if you are going to ask for value (that is, a person's name and contact information). Our team has developed a variety of resources for many different types of campaigns, including eBooks, planning kits and guides, and savings certificates to help our customers give away value. And we are always coming up with new ideas!

4. People love to give their opinion. The survey is a stand-by in preneed lead generation marketing, and guess what? It works on Facebook too! People love to give their opinion on a survey, which not only gives you valuable information about your market as a whole, it also gives you great information about each lead. Of all the campaigns that we have run over the last two years, the survey continues to be the most popular choice because it consistently produces a good amount of leads in a short amount of time.

5. A well-managed page will pay off in the long run. An active and well-managed page is invaluable to you as a funeral home. Not only does an active page increase your visibility in the marketplace, it also helps your lead generation campaigns run much more effectively. When you have fans who have liked, shared, or commented on your post, any dollar amount that you add to the boosted post will go that much further, reducing your overall cost per lead.

6. Follow up for Facebook leads requires quick response times. If you do choose to run a lead generation campaign on Facebook, be sure that you are prepared with a dedicated sales professional who can follow up with leads in a timely manner. When leads come in through Facebook, those leads expect rapid responses, preferably within 24 hours or less. The more quickly you are able to respond, the higher the chances of setting that appointment. But don't give up on leads that take a while to come around. You can nurture those leads just as you would with a traditional lead. A good mix of phone calls, emails that offer valuable content, and texts is a recipe for success in lead nurturing! **FBA**

Jeff Stewart is the Executive Vice President & Chief Marketing Officer for Funeral Directors Life Insurance Company (FDLIC). Jeff has been with FDLIC since 2001. Jeff is a graduate of Hardin-Simmons University, with a bachelor's degree in Mass Communications and Marketing.

To learn more about the many digital services that Funeral Directors Life offers to our preneed funeral home customers, contact us at info@funeraldirectorslife.com.

If you'd like to learn a little more about social media lead generation programs, you are in luck!

Act now and register to attend a webinar on May 3, 2019 and learn the many secrets to generating preneed leads on Facebook. [To register, go to bit.ly/preneedleads3](https://bit.ly/preneedleads3).

TIME TO simpliFi™

There's a new and easier way to present Outer Burial Container choices to families.

No software to learn. No investment to make.

With a learning curve so flat it's virtually a straight line – to better sales and more satisfied families.

Simple. Quick. Effective.

Interested? Call your Wilbert provider to simpliFi your burial vault presentations. It's as simple as that.

Innovate your Funeral Home or Cemetery with Digital Signage Today!

It's easy with interactive displays, monitors and directories to fit any room or budget. See all our digital solutions at **ICCFA BOOTH #1045**



powerful & engaging touch screen kiosks

on display at **ICCFA Booth #1045**

FUNERALSCREEN™
FuneralScreen.com

800-270-1237



Wilbert
Commemorating Life with Respect

THACKER CASKETS

Who is Thacker Caskets and what product and/or service do they provide?

Thacker Caskets is the largest privately held, family owned casket company in the United States. Thacker Caskets has a total of 15 service centers that service 18 states via its Direct Distribution Network. In addition, Thacker Casket Manufacturing serves many other caskets companies in the areas that are not covered by Thacker's Direct Distribution network. Despite its core business being caskets, Thacker serves as a one stop shop for everything from rental caskets to marketing & merchandising assistance to crematory supplies.

How did Thacker Caskets get involved in the funeral industry?

The late Carl C. Thacker founded what is now known as Thacker Caskets in 1939 after serving his military duties in the United States Coast Guard. Originally founded as Old Dominion Casket Company, he changed the name to Thacker Caskets in the 1970's. Since Carl's death in 1981, his wife, Audrey Thacker, and son, CJ Thacker, have continued to be at the helm of the business.

What makes your company unique?

Thacker Caskets is family owned and operated – just like the funeral homes it serves every day. Thacker understands and empathizes with the ups and downs the funeral home owners experience over the course of time. As a result, Thacker works tirelessly to provide unique products or service experiences that positions its customers ahead of their competitors. Just to name a few: Thacker Rewards™ is a loyalty program that allows customers to build up points in exchange for free items; Tailored Designs™ allows the funeral director to offer many interior styles in caskets all available for an at-need delivery basis; and finally Remembrance Line™ which allows a funeral director to actually offer 8 different rental caskets and actually rent the rental casket from Thacker! None of Thacker's competitors offers these services!

What are the benefits to funeral homes using Thacker Caskets and/or its products?

Thacker will always look for ways to make its customers businesses stronger. This could be achieved through something as little as a new product or service, or as

COMPANY SPOTLIGHT

Thacker Caskets
www.thackercaskets.com
1.800.637.8891

complex as redesigning a merchandising scheme to better fit the constantly evolving preferences of families. Thacker understands that the best customer loyalty is built off two-way, mutually beneficial partnership whereby both parties bring value to each other.

How does Thacker Caskets provide a solution for funeral homes?

Thacker provides solutions to its customers that can come in any format, big or small. However, for Thacker, the most rewarding solution comes in the form of being able to assist in remerchandising of the selection room to one that better fits the preferences and price point needs of families today. Many of Thacker's competitors tend to "set and forget" the room until a contract resign date either 3 or 5 years down the road. Thacker's focus on remerchandising revolves around increasing profitability while maintaining or even decreasing retail prices to the family – and this is typically achieved through lowering the wholesale cost of caskets purchased. Thacker does this all the while maintaining the selection room with the most updated products and services available by Thacker – no more "setting and forgetting" of the funeral home's selection room!

How would a funeral home contact Thacker Caskets for more information on products?

Funeral homes can feel free to call our Customer Service Team at 800.637.8891 or inquire on our website at www.thackercaskets.com/contact-us. **FBA**

Stanton Collection

18 gauge | 3 colors | custom package options



\$769 plain
\$866 with package

custom package options:
plain
family love
in god's care
praying hands
mother's rose (orchid only)

two-tone orchid & silver
two-tone gunmetal & silver

THACKER REWARDS

EARN POINTS

Sign up today and start unwrapping free products from Thacker. No cost to join.
Sign up today and get...
100 FREE POINTS!



Shipping and Other Gifts



Cremation Urns & Jewelry



Cremation Supplies



To Join Simply Visit
<https://www.thackercaskets.com/Rewards>
- or scan the QR code to the right -



Free gifts can be redeemed online for their specified value. No cash value and non-transferable. Gifts and point values subject to change.

FUNERAL DIRECTOR SPOTLIGHT

Funeral Business Advisor sat down with John Hill funeral director with James H. Davis Funeral Home in Owensboro, KY to learn more about his career, experience in the funeral industry, and what excites him about the future of funeral service.



How did you get into the funeral industry?

I got my first glimpse of the funeral industry when I was in middle school. I am from a small town called Beaver Dam, Kentucky and one summer many of my family members on my dad's side of the family passed away. I spent a lot of time at the funeral home that summer and spent most of my time with the funeral home owner, William L. Danks. It got to a comical point where he was letting me ride in the hearse with him to the funerals and I became his co-pilot. Then it all just blossomed from there.

I went to church with Bill Danks and he became a mentor to me and then when I was old enough to drive, he hired me for the summer. I mowed the grass, washed cars, and spent all of my free time there. The following summer he asked me back, gave me a suit and a cell phone, and told me when the phone rings to put the suit on and come to work. I was working in the back, driving cars, and basically got a very well-rounded education on what this business is all about. His guidance and our mutual respect for each other paved the way for where I am today. My senior year of high school, I was working in the embalming room, going on calls, and helping out anywhere I was needed. At that point, I really realized that this was my calling and it was what I was meant to do. Although my parents thought I was crazy, I knew I wanted to pursue it full time.

After high school, I attended Western Kentucky for basic classes for a year. Then the following year a friend and mentor of mine, Kelley Reid, who was a professor with Mid-America College of Funeral Service in Jeffersonville, Indiana

encouraged me to go to embalming school. Towards the end of the program, he introduced me to the funeral home I am at today, James H. Davis Funeral Home in Owensboro, KY because they were in need of an embalmer. It all just worked out and I have been here 23 years. I became Vice President nearly 14 years ago, when Billy Boyle, President, asked me to become his partner here at James H. Davis. It's been a quick 23 years, but so rewarding. The Davis family has really been a joy to work with.

What is your favorite part about working in this industry?

When I first started, I loved being in the back and embalming because I was more into the art and anatomy aspect of the job. Then when Dawson Davis retired, I took over his role meeting with families and planning funerals and really dove into being on the front lines and out of the background. After I began to spend more and more time with the families and I wasn't in the back as much, I truly started to realize my full potential. Meeting the families and helping them is now my favorite part. People tell me all the time that I always have a smile on my face, and I think in this part of the business you must.

I always tell young people who are just entering the profession to envision that there is a fence between you and the families you serve. And it's your job to get as close to that fence as you can without crossing it and then get the family to come the rest of the way. If you are a blubbering mess or if you can't assist the family to the best of your potential, you are doing them an injustice. I try to always keep a positive outlook and a smile on my face. Each family is different, so if you can find the right way to serve them and get them to come over the fence themselves and see that there is life beyond their worst day, then you've done your job. Doing that with each family I serve is beyond rewarding. You never get over the loss of a loved one, but you have to figure out how to cope each and every day.

I enjoy making personal connections with our families and forming lasting friendships.



How do you keep residual emotions from following you home after work?

At the end of the day, the bonds that I form with the families I serve and the relationships that are established play a big role in sending me home smiling. There are days that are harder than others, but getting to help people through this process is rewarding enough to take the weight off. I think the best part of this job is knowing that when I walk out the door, I can go home and see my kids and my wife. Working in this industry is a constant reminder of how fragile life is, so it makes me that much more thankful when I get home.

People ask me all the time why in the world I would ever want to be a funeral director and I explain to them that the reward outweighs the harder parts. Nobody is guaranteed their next breath and this job makes you appreciate life. This job ensures that you will always appreciate what you have. Even if I have a bad day, you realize that the family you just served had a much worse day. Working in this industry keeps things in perspective.

What are you most proud of so far in your career?

I am proud of the fact that I got to where I am today even though my parents weren't in this business. I am proud that being a funeral director wasn't something that was handed to me and I am glad I worked so hard to make it in this industry. My ability to work hard and not give up on what I knew I wanted to do is a testament to my parents and how they raised me.

Are you a member of any community groups or organizations?

I currently serve on the Kentucky Funeral Directors Association Board, I am the Southern District Representative, which is something I never even dreamed I would be asked to be part of let alone actually serve on. I am working my way up the ranks and will be President of the association once I fulfill the rest of my term. Which is pretty impressive considering I did not grow up in the funeral business.

I am on the Owensboro Parks and Rec Board here in town. I have

a passion for kids and sports, and I may have complained too much to the Parks and Rec Board in the past, so they put me on it. I have also done two terms for the Hospice of Western Kentucky. I am constantly looking for volunteer options in my community. I even participated in Dancing with the Stars for a local non-profit. Everyday thinks I am always in a suit, but I like to take the suit off and have fun - volunteering gives me the opportunity to do so. I love my community and I try to help out where ever I can.

Even with my busy schedule at work and taking time to help out in the community, I always try to make it home for supper. As a family, we try to sit around the table and discuss our day. I have two girls; Kendra, 14 and Addison, 12. I have been married to Kim for 16 years. No matter how tough it gets to juggle everything, we try to slow down and be present with each other.

Looking forward to the future, what are you most excited about moving forward?

The business is changing rapidly. From technology advancements and the rise in cremation to personalization and memorialization options, things are certainly different than they once were. It is a challenge to tailor each service to the specific needs and wants of each family, but it's something I really enjoy. I look forward to creating unique services with creative families. I also look forward to educating families on all of their opinions and what is available. With all the advancements the industry has made, we are better suited now than ever before to help these families find the closure they desperately need. Helping families and friends find closure is something I am very passionate about.

A lot of funeral directors don't like the changes that have been happening, but I feel like if you don't change as the needs of the families change, then you're not going to make it and you won't be a thriving part of your community. Change is good. Improving is good. Making updates to your business is good. As funeral directors, we cannot be afraid of the future, we have to change with the times and adapt to what is required of us. I always tell families that I will do whatever it takes to make them happy and satisfied, as long as I don't go to jail or break the law. **FBA**



Who is Memorial Reefs International and what product and services do they provide?

Memorial Reefs International constructs artificial reef memorials, aiding vital ecological habitats throughout the globe. These memorials are formed using patented structures known as Reef Balls, which serve as the final resting place for cremated remains. Memorial Reefs International is an official vendor of Reef Ball Memorials through the Reef Ball Foundation. Together they aim to enhance coral generation, increase marine biomass, create local jobs, and provide an eco-friendly alternative to traditional burial.

How did Memorial Reefs International get involved in the funeral industry?

As avid divers, the founders of Memorial Reefs International witnessed firsthand the devastating loss of coral habitat to human destruction and environmental stressors over time. Recent mass coral bleaching events prompted them to find a way to save one of Earth's greatest natural resources. Artificial reefs were found to be an effective albeit expensive way to offset coral loss. The search for ways to fund building reefs led them to the Reef Ball Foundation and their Memorial Reef Balls. Right away it was clear that offering eco-conscious clients the opportunity to create living memorials that also helped replace lost reefs was a perfect model for helping the oceans. The past four years since have been spent educating themselves as to global funeral industries and the fine professionals in it. Unlike most in the industry, they first looked to solve a problem in another area and then came to the funeral industry for the solution.

What makes your products unique?

Reef Balls are patented structures engineered to withstand current and wave action, facilitate new coral growth, and house an array of marine life. The hollow inverted dome shape and holes allow currents to pass through and around the ball, keeping it from tumbling around the ocean floor. Depending on waves and currents, non-metallic anchors can be used to secure the memorials as well. Additionally, the hollow and open nature of the ball allows marine life to take shelter, which is essential for maintaining fish populations in coral colonies.

This intuitive design allows for the natural growth of new corals and will be supplemented by polyps harvested from coral nurseries. They are working along side marine biologists to study the progression of coral growth on their Reef Balls. This is not just a memorial; it is a living specimen for marine biologists to use in their quest to remedy our global climate crisis.

COMPANY SPOTLIGHT

Memorial Reefs International
www.MemorialReefs.International
info@MemorialReefs.International

What are the benefits to funeral homes using your products?

Funeral homes are welcome to register as official distributors of Memorial Reefs International. This is the perfect product for pre, at, and post-need clients. Generous commissions are available to the funeral director for simply talking about the product and filling out a referral form. Adding this living memorial to your funeral home's list of offerings is the perfect way to introduce "green" services to your business and community.

How does Memorial Reefs International provide a solution for funeral homes?

People across the globe call the ocean "Home". Upon passing, many ocean lovers wish to spend the rest of eternity under the sea. Current disposition options consist primarily of ash scatterings and full-body sea burial. For many, these practices lack a physical memorial place, which can be emotionally invaluable to those experiencing loss. This type of memorial is perfect for those who are environmentally conscious, love the ocean, or simply dislike the idea of a traditional funeral. Reef Ball Memorial clients are given GPS coordinates to their memorial, allowing them to visit whenever they please.

How would a funeral home contact you for more information on your products?

Visit www.MemorialReefs.International or email Info@MemorialReefs.International.



AFTER SUNSET...

NEW LIFE BEGINS

**VISIT US AT BOOTH #541 TO LEARN
HOW WE CAN HELP YOU INCREASE
CREMATION PROFITS WITH THIS
UNIQUE UNDERSEA MEMORIAL THAT
TRANSFORMS ASHES
INTO STUNNING NEW LIFE.**



MEMORIAL REEFS
INTERNATIONAL

IN PARTNERSHIP WITH

REEF
BALL
FOUNDATION



@MEMORIALREEFS

TOLL-FREE 877.218.0747

WWW.MEMORIALREEFS.INTERNATIONAL

INFO@MEMORIALREEFSINTERNATIONAL.COM



Automated Tribute Videos

Tukios is automated tribute video software. Everything about Tukios is easy except saying the name. The most common question we hear is “what’s a Tukios?” Tukios is the plural form of a word from the Swahili language that means “events.” We pronounce it “too-key-ohs.” We wanted our name to be just as unique as our company.

What drew you to start a business in the funeral industry?

The very first funeral I had ever been to in my life was for my great grandmother. When the funeral was over, the funeral home gave us an audio cassette tape of the funeral service. They had recorded the service. Even though it was 1999, my family and I thought this was so weird and funny because we didn’t even have access to a cassette player anymore – everything was on CDs at this point.

So, my first experience in the funeral industry was going to that funeral and realizing how strange it was that cassette tapes were still being used. My brothers and I had always been very entrepreneurial, so in 2001 we began working with some local funeral homes to record their funeral services digitally and put them on CDs. Our goal was to improve the process and bring the product into the 21st century. As technology evolved, we began to stream the audio online and then eventually we were live streaming video of the service online. All of this was under the brand FuneralRecording.com.

How did Tukios get started?

After the success with FuneralRecording.com, I noticed there could be major improvements made to video tributes as well. We used the background we had in recording funeral services for nine years and started producing simple software to create video tributes.

That’s how Tukios was born. Tukios started in 2010 and our goal was to make funeral director’s lives easier by saving them time and money on tribute videos. We try really hard to create raving fans out of our clients. Every new feature we add is done with the goal of making things faster, easier, or adding personalization to the video creation process.

I decided to go with a weird name and bright colors so people would remember us when they met us at the trade shows or saw our ads in the publications.

Once Tukios got rolling, it didn’t take long for us to get a lot more traction than we ever did with funeral recording. Today Tukios is the most popular tribute video software in funeral homes.

What is your favorite thing about working in this industry?

Genuinely my favorite thing about this profession is the people. I feel like they are the salt of the earth. Most everyone in this space is a good person and it makes working with

them a great experience. They are kind, genuine, loyal, and authentic. Obviously, you have run ins with a few that don’t fit that description now and then, but for the most part I am really proud to be associated with such good people.

I have started businesses in other industries, and my experience elsewhere only confirms just how great the people in the funeral world are. I think it takes a special kind of person to be a funeral director and to do the job that they do, so by default you are going to end up with a really solid group of people.

How do you set goals for your business?

We start with big goals and then as a team we reverse engineer our way back to come up with some smaller goals that will help us reach the big ones. As a company we set yearly goals, monthly goals, and even daily goals to help us get to where we need to be.

Looking forward to the future what are you most excited about moving forward in the funeral industry?

With the entire funeral industry as a whole, we have been seeing major changes in recent years. I personally love change, so I am excited to see where the industry goes. Today’s consumer is so much more self-educated than ever before. We have this DIY movement taking place that is giving funeral homes the opportunity to reinvent themselves so they are not pushed out of the way. I’m excited as a supplier to be able to help funeral homes adapt to stay relevant in the space. I am excited to continue to be a problem solver as we are faced with rapid changes in this industry and find solutions to issues as they are presented to us.

What are your favorite off-the-clock activities? How do you relieve stress and relax?

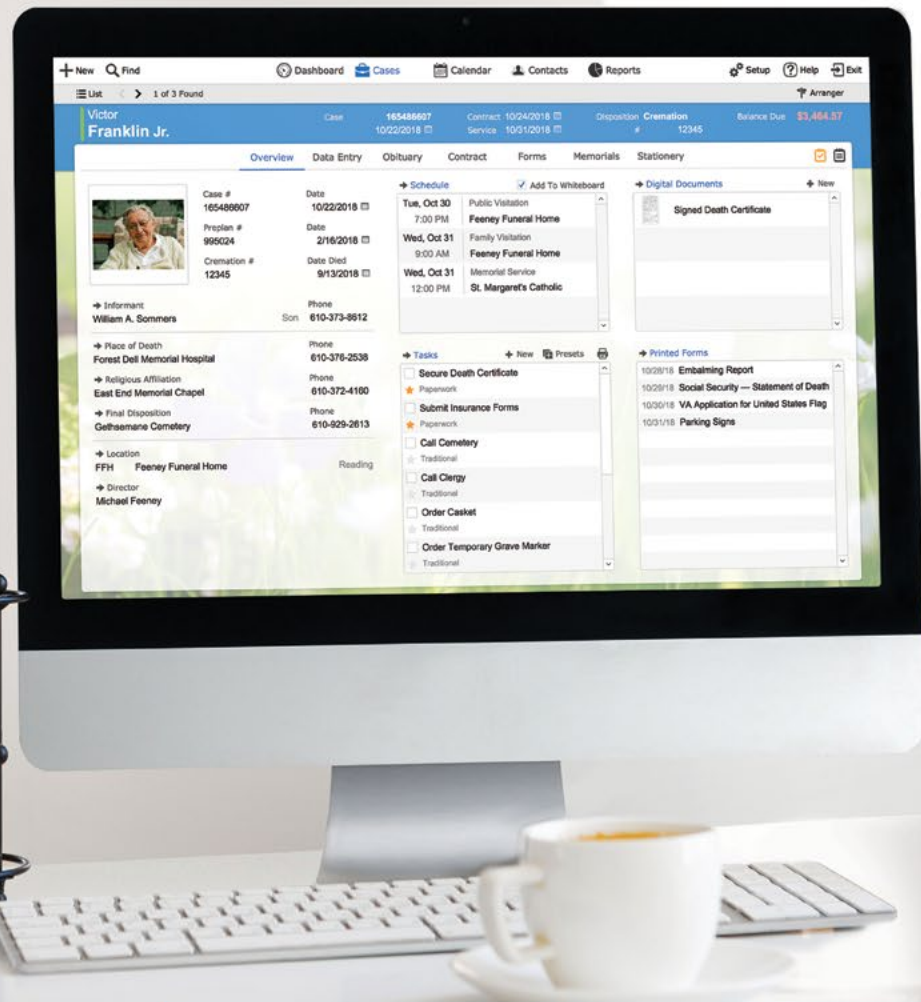
Golf is definitely at the top of the list. I love sports in general, but golf is by far my favorite to play. I am based in Ogden, Utah where we have access to some pretty awesome outdoors. I enjoy hiking and mountain biking on the local trails. My wife and I love to travel and if time permits I enjoy a going to the movies. I also can’t leave out one of my favorite things, which is to come home from work to see our daughter Gia who is 10 months old.

Do you have any advice for other business owners in the funeral industry that might be struggling to keep their business going?

I get asked this question a lot, and my answer is almost always the same. Most of the people struggling in this profession are new. As a business owner in death care, when you come to the table with a product, this industry demands that you prove yourself before you actually begin to get traction. This means showing up to trade shows for three or four years and making a lasting impression. There are tons of startups in the funeral industry, and not many survive much more than a year. My advice is not to be discouraged when progress isn’t being made quickly. You have to be prepared to spend a few years building a name for yourself and your brand. Nothing is going to happen overnight, so you have to be prepared to put in the time. **FBA**



Get Started For
\$995/year
 30 DAY TRIAL



www.lifelongmemories.net
 1-888-454-3356

Personalization Made Easy

Tribute Candles

Lifelong Memories Tribute candles are an exquisite way to remember loved ones. Each personalized candle is handcrafted in the Northwoods of Wisconsin and is of the highest quality available on the market today. A large variety of candle types are available. These ultra high quality candles will certainly leave a favorable impression on the families you serve.



Create all these products and more using our Lifelong Publisher Software



Stationery Products

The idea of using personalized funeral stationery products is simple and easy. You start with completely blank stock paper products. The most innovative industry-specific software then allows you to create personalized funeral service stationery products for the families you serve.



How We're Different Developed by a Funeral Director.

Funeral Data Manager isn't just another software company. We grew as an extension of our family-owned funeral home in Pennsylvania. Just like you, our staff has experience responding to death calls, meeting with families, and working funeral services. At Funeral Data Manager, the design of our software reflects this deep insight into what it really means to be funeral service professionals.

Customized For You.

We'll gladly customize Funeral Data Manager to include any special forms and reports that are unique to your funeral home.

Everything In One Place On-Premises or in our Private Cloud.

Funeral Data Manager is a complete database solution for managing your Pre-Need and At-Need funeral home cases. Our software is well-known for being simple to learn — so you have more time for what matters.



Temporary Grave Marker

Personalized 5" x 8" Temporary Grave Markers provide you with a high quality and durable product that withstands the weather with no lamination required. The markers are made of 20 gauge steel and utilize quality acrylic making them both strong and durable.



Personalized Panels

Personalize these Panels in-house using the powerful Publisher Software and specially designed labels. Casket Panels are cut to fit into any casket lid. Portrait Panels can be placed into a frame and placed upon an easel.



RETHINKING CHANGE: YOUR ICCFA EXPERIENCE

BY PETRA LINA ORLOFF

You are currently on the cusp of change. You are standing at the precipice of evolution. You are entrenched in a moment so valuable to your work, your mission, and your tradition. The personalization of funerals and the movement toward life celebrations puts you, the funeral director, in a unique position to influence and encourage, even galvanize, the future of your own industry.

The International Cemetery, Cremation, & Funeral Association's Annual Convention approaches, and with it, a hall filled with enthusiastic exhibitors eager to share not just their products and services, but more importantly, to hear how they can help you facilitate quality, achieve optimal payback on your investments, and strengthen your services. It is this precise type of exchange which enables you to continue as a forward-thinking professional, who is interested in not only monitoring trends, but influencing them and growing the industry positively.

With this in mind, be aware of the following points to maximize your time at the ICCFA Annual Convention.

Don't be dismissive. The landscape of an expo hall at any conference can be overwhelming in its breadth and its variety. To make the most of your experience at the ICCFA, in the expo hall and beyond, focus upon on the primary problem you are trying to solve at your funeral home and approach each vendor as a potential solution to that problem. You could end up surprised: that little booth in the corner which you might have overlooked could be the answer to your current dilemma. Or, you could discover a new gem at the booth of a vendor with which you maintain a consistent business relationship. Influencers don't rule anything out at first glance, no matter how far out, instead they approach each situation with a fresh outlook. You never know what a genuine conversation can offer.

Learn more about marketing. Even if you have your own dedicated marketing department or outsource your social media, attend marketing sessions and speak with vendors

who support new technology and marketing services. Being a progressive leader in any industry means that you should be a public expert. New tech is constantly speeding up the marketing cycle and consistent messaging, across all media, is imperative to signaling your expertise. Consider this: Facebook, although an important tool, is old hat. In order to be considered an expert in your industry, you should be aware of the current trends in social media and beyond. You don't have to be on the cutting edge to move your home and your industry forward, but you must, at the very least, be aware of how other industries are marketing to their clientele. Again, approach everything with an open mind. You never know when something will spark for you.

Identify future trends. There is no better place to discover what is coming than at a conference and expo. The entire basis of the event is to inform and connect, and most of the information presented is centered around the latest products, tools, and services. Exhibitors are there to showcase their newest products and explain how you can tap into the freshest ideas. This doesn't mean you should latch onto each and every trend, it just means you should delve deeper into those products and services which solve your problems. Do a little research. Monitor these new ideas. Network with other professionals and get their opinions. Listen to what others are speaking about and ask a lot of questions. In many instances, you'll find that your peers are thinking along the same lines and may have insight on how to adapt to a reputable trend. After all, networking time is built into the conference schedule for a reason.

Therefore, network, network, network. The best part of attending an event like the ICCFA is to meet others in your industry, connect, and build relationships. Above all, the value inherent in networking, with exhibitors as well, does more than deliver instant results and solve immediate problems. Leaders in any industry develop large networks for partnerships, as well as future and current needs. A strong industry is comprised of authentic, solid, supportive business partnerships. We are all in this together and no one gets ahead alone.

Remember, you are part of a unique and storied heritage. You understand the tradition. You are a part of a legacy hundreds of years in the making. Your profession is one which has always been, and always will be, an essential component of our life and our culture, and this is precisely why you understand the inherent value of marrying tradition with new knowledge, with innovation, and with technology. While the story of your profession is rooted in history, the posterity of your work should be filled with same sense of unbridled entrepreneurship which fueled the generations that brought you here, and exploring new ideas, new relationships, and new partnerships is the exact propellant which moves this industry forward. **FBA**

Petra Lina Orloff is president and CEO of Beloved, which produces custom, personalized, handcrafted obituaries and eulogies. She has been a professional writer for over 20 years and also completed the PhD program in English at Wayne State University in Detroit, where she taught literature and cultural studies. Her academic area of specialty is storytelling. You may contact her at petra@beloved-press.com or at (248) 894-7076, or visit www.beloved-press.com.



EXPRESS FUNERAL FUNDING HAS FOUND THE SOLUTION

for families during their most difficult time of need with the **Advancement Advantage**.

- Virtually zero limitations
- No risk and no recourse
- We do all the work for you
- Provides funds to families beyond funeral expenses

on the
RIGHT TRACK »

At Booth 613

For the ICCFA Annual Convention & Exposition

EXPRESS
FUNERAL FUNDING
FASTEST. EASIEST.
812.949.9011 → www.expressfuneralfunding.com



on the RIGHT TRACK

ICCFA ANNUAL CONVENTION & EXPOSITION >> APRIL 2-6, 2019
CHARLOTTE CONVENTION CENTER >> CHARLOTTE, NC

KEYNOTE SPEAKERS



Mindy Corporon

ACTIVIST

Former CEO and now activist, Mindy Corporon took action after her son and father were murdered in a religious hate crime. Mindy started the Faith Always Wins Foundation and a community-wide event, SevenDays® Make a Ripple, Change the World. She formed high school programming for productive interfaith dialogue and now helps companies create healthy workplace environments so healing can occur after life's tragedies. In her talk, **Managing Your Business Through a Tragedy**, Mindy will tell her story and share how to manage through a tragedy, how you can address fear in a comfortable setting, who you can count on in the midst of chaos, and how to engage your team to promote healing and build resiliency.



Drew Dudley

LEADERSHIP EXPERT

What if we believed that leadership wasn't just for those in charge? What if we embraced our ability to lead, no matter our school grades or pay-grade? The most impactful leaders focus on "everyday leadership" and ensure that it's fostered, acknowledged, and rewarded. Drew Dudley's keynote, **Creating Cultures of Leadership and the Power of Lollipop Moments**, will make you laugh, think, and reconsider the ways you evaluate leadership in your life and workplace.

Drew Dudley, founder & Chief Catalyst of Day One Leadership, works with organizations around the world to empower people to increase their leadership capacity. He has spoken to over 250,000 people on five continents, been featured on *The Huffington Post*, *Radio America*, *Forbes.com*, and *TED.com*.



Jon Acuff

BESTSELLING AUTHOR

According to a study conducted by the University of Scranton, 92% of resolutions fail. That's a staggering number considering how important goals are to companies. At every element of your work, goals matter. What if we could do some simple things to improve how often we finished what we started? What if we could complete the incomplete projects and tasks? What if we could get more done in a world of bottomless opportunities and endless distractions?

New York Times bestselling author and speaker Jon Acuff will share easy changes you can make to your corporate culture to make sure everyone hits their goals in his keynote, **FINISH: The Surprising Truth About Accomplishing Goals**. Some of the ideas are obvious. Some are counterintuitive. Some will surprise you, but the best part is they actually work.

Breakout Session Schedule

Wednesday, April 3

2:00-2:50 PM	DIY Facebook & Social Media Marketing T FH Cm Robin Heppell, CFSP	Goal Setting for Success Ge Jodie Dupree
3:00-3:50 PM	Serving the Community Through the Doors of the Funeral Home FH S Jill Lazar	From Click to Cases S T Andy Lopez

Friday, April 5

1:00-1:50 PM	Cremation Authorization Form Pitstop Cr L Poul Lemasters, Esq.	Recruit, Train & Retain Veterans Ge HR	Employee Empowerment: Profitability, Culture & Satisfaction B Tim Bridgers	The Pains & Gains of Entering the Hispanic Market Cm FH Salvador Perches
2:00-2:50 PM		Raising \$3,000 Every Day: How Congressional Cemetery Brings in \$1.1 Million a Year Cm Paul Williams	Follow the Money: How Deathcare Businesses are Investing in the New Future B Doug Gober Jr.	When Your Day Ends E FH Jeffrey Chancellor, CFSP
3:00-3:50 PM	Youth & Funerals FH Gr	Engaging Your People to Serve More Families Cm Gino Merendino	Your Comprehensive Pre-Need Program: Insurance, Trust or a Little of Both? B Beth Kmiec & Ashlee Theising	Addressing Sexual & Other Harassment in Your Funeral Business HR Stephanie Ramsey
4:00-4:50 PM	Women in Leadership: Defining Your Impact Ge	Management of Cemetery Trees Cm Anne Fenkner	Marketing Workshop 101: The Definitive Guide to Best Practices in the Modern World Cm FH S Neil Sherrin	A Place to Go: Why Ceremonies Matter FH Gr Linda Stuart

Saturday, April 6

9:00-9:50 AM	It's More Than Money: Non-Financial Incentives to Attract & Retain the Best Talent HR Mark Jorgensen	"Should I Bring the Ashes with Me?": Better Support for Those Who Have Lost Pets P Jehanne Gheith, MSW, LCSW, PhD	Purpose-Filled Selling: Winning in Sales by Celebrating Life S Justin Baxley	The Digital World: Using Mobile Technologies to Create Better Family Experiences FH T Rob Shane
10:00-10:50 AM	Fighting for Relevance Cm Gr Jason Troyer, PhD & C. Lynn Gibson, PhD	Riding the Millennial Cycle: Better Strap In P Chris Burke, FLMI	Embracing the Customer Experience Revolution S Jake Johnson & Lori Salberg	Be the Extra Support Your Families Need & Get More Media Attention, Too! FH Gr Allison Gilbert
11:00-11:50 AM	How to Build a 21st Century Workplace B Tyler Anderson	Communication is a Two-Way Street P Carolyn C. Shadle, PhD & John L. Meyer, PhD	Art of Selling the "Big Deal": How to Maximize Family Mausoleum Sales Opportunities Cm S Michael Harens	People with Disabilities: Involvement, Inclusion, Healing Gr Marc Markell, PhD
12:00-12:50 PM	Donor Family Celebration of Life FH Dorman H. Caudle	Pet Disaster Recovery P Jodi Clock, CPLP	Repeat Families: You Can't Stay in Business Without Them S Ellery Bowker	The Three Online Marketing Fundamentals You Must Master S T Welton Hong
1:00-3:00 PM	Legal & Legislative Luncheon: A Regulatory Update Everyone Needs to Hear L Poul Lemasters, Esq.	B Business Management & Operations Cm Cemetery Cr Cremation E Embalming	FH Funeral Home Ge General Interest Gr Grief HR Human Resources L Legal	P PLPA S Sales & Marketing T Technology

MUST SEE COMPANIES AT THE 2019 ICCFA CONVENTION

GOING TO THE ICCFA CONVENTION?

Keep an eye on the following companies. This section highlights companies and their products and services that will be exhibited at the ICCFA Convention on April 2-6, 2019 at the Charlotte Convention Center, North Carolina. Product information has been supplied by the manufacturers serving the funeral industry.



American Crematory Equipment Company BOOTH# 713

American Crematory Equipment Company is considered the premier manufacturing, service and repair company in North American and beyond. We have been Manufacturing with Pride™ since our incorporation in 1974. We manufacture, service and repair with the highest standards and integrity in the industry.

It is with our Manufacturing with Pride™ commitment that we at American Crematory can bring you, our customers, the latest in technology. With our state-of-the-art operating platforms, innovative design, and engineering, we insure you receive the most dependable, reliable, environmentally conscience, cost effective and longest lasting equipment with the best warranty on the market today.

562-926-2876 | americancrematory.com | americandirect@americancrematory.com



AP Lazer

BOOTH# 1703

Take your funeral home to the next level and become the heartbeat of your community! AP Lazer is providing memorialists and funeral directors the ability to keep their customers' memories alive forever. High detailed photos, text and other artwork can be engraved onto granite, wood, metal, acrylic and dozens of other materials. Preserve life's most precious memories by transforming nearly any product into a priceless and unforgettable keepsake that will support families in their healing journey. Make the funeral process as meaningful as possible for families experiencing a loss with an AP Lazer.

800-585-8617 | www.aplazer.com | info@aplazer.com



A Simple Thank You

BOOTH# 1416

Digital registry is growing in popularity with funeral homes and the families it helps. A Simple Thank You has been a leader in this technology and we have added many new features due to requests from funeral directors. New features include; a Floral App to easily add flower pictures to your memorial book, mobile sign in for your guests, and 13" iPad Pro support! This technology is a huge boost in your preneed program capturing all the information needed to reach out to families looking for preneed options. Ask us how to receive FREE start up equipment.

800-483-0671 | www.asimplethankyou.com | info@asimplethankyou.com



Bio-Response Solutions

BOOTH# 1904

Our family-owned and -operated company helps businesses add alkaline hydrolysis (Aquamation) to the list of options they offer their families. We make solutions for pet and human loved ones. Where it is available, over 80% of families choose water over fire. We believe that people deserve to have this option available, and we have over 20 years of alkaline hydrolysis experience to share. We have a passion for helping funeral professionals understand how to speak with families about AH.

Stop by to get some example brochures for inquiring families!

317-386-3500 | www.bioresponsefuneral.com | info@bioresponsesolutions.com



Chosen Payments

BOOTH# 1504

Chosen Payments is the most trusted merchant service provider in the funeral industry. We are members of CFDA, LACFDA, OCFDA, OBFDA, MFDA and MNFDA. We participate in all NFDA and ICCFA events and have a true understanding of the needs of funeral care providers. Our Funeral Payments program is dedicated to providing the lowest cost, fastest funding and technology-driven solutions for your needs. We determine best solutions to help improve cash flow while increasing profitability. We also provide check guarantee services. To slash the cost of accepting credit cards, visit us at Chosenpayments.com or contact Jim Luff (jim.luff@chosenpayments.com) at 805-427-9180.

805-910-1445 | www.chosenpayments.com | Jim.Luff@chosenpayments.com



ClearPoint Federal Bank & Trust

BOOTH# 1128

Do you wonder whether you've setup your preneed program to optimize growth and reduce shortfalls? Do you wish you had more transparency regarding recordkeeping, reporting, and fees? Have you ever wanted regulatory and compliance support, along with regular reviews of your preneed business performance? And let's not forget 24/7 secure online access to individual contracts and claim submission. These are just some of the reasons funeral and cemetery professionals have chosen ClearPoint Federal Bank & Trust as their business partner. Instead of asking "why" ClearPoint, we challenge you to say "why not". Experience why others tell us we are The Clear Choice®.

800-763-0234 | www.clearpointfederal.com | customer.service@clearpointfederal.com



Galaxy Audio

BOOTH# 740

Galaxy Trek GT-S and GT-V 2.4GHz battery powered headset and lavalier wireless mic systems from Galaxy Audio offer a variety of applications from converting most powered speakers into an instant wireless presenter system, to feeding high quality audio into your smart device. Bundle a Galaxy Trek with the compact battery operated Traveler Quest TQ6 speaker featuring built-in Bluetooth, media player, and multiple inputs, for \$179.98! Both rechargeable systems are simple to transport with a total weight of less than 10lbs. Choice of Galaxy Trek headset or lavalier microphone systems available. Visit Galaxy Audio at ICCFA Booth 740 for a live demonstration.

1-800-369-7768 | www.galaxyaudio.com | sales@galaxyaudio.com



Garfield Refining Company

BOOTH# 906

For over 125 years, Garfield Refining Company has provided refining and recycling solutions for the jewelry, dental, and death-care industries. We pride ourselves on our award-winning customer service and full-service recycling capabilities. Our extensive expertise with dental metals distinguishes us from other recycling companies.

Garfield is passionate about recycling and we fully support CANA and the ICCFA's commitment to the substantial environmental benefits of recycling post-cremation metals. We believe in educating crematory owners and operators so that they understand the true value of the dental material in their post-cremation metals and can make informed decisions about where and when to recycle.

800-523-0968 | www.garfieldrefining.com/cremationrecycling | msherbekow@garfieldrefining.com



Halcyon Death Care Management Solutions

BOOTH# 416

Halcyon Death Care Management Solutions has been providing management solutions for funeral homes and crematories for over 15 years. With powerful functionality that's easy to use, Halcyon offers the best software tools for managing one, two, or any number of locations- saving you both time and money. Customize your system to match how you do business. Access your data from anywhere on any device with cloud-based software. No need to buy any expensive hardware or software to install or maintain. Discover how we can help optimize your funeral home or crematory management today!

770-877-1158 | www.halcyondcms.com | sales@halcyondcms.com



Inman Shipping Worldwide

BOOTH# 1406

Independently owned by Dave McComb - Inman Shipping Worldwide is America's oldest, largest and most reliable international shipping service.

Since 1978, Inman has become the expert in nationwide and international shipping. Inman has vetted service providers throughout the United States around the world.

We guarantee our domestic price and the quality of service that we provide. Being the oldest continuous shipping service in the United States, we are often copied, but are never equaled. Funeral directors have called on us with complete confidence for many decades. We are everywhere you need us to be.

800-321-0566 | www.shipinman.com | customer.service@shipinman.com



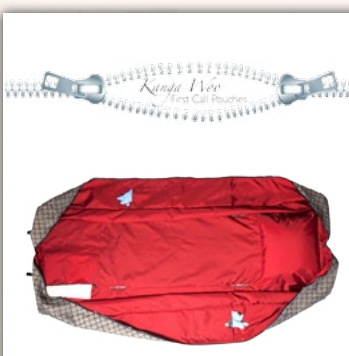
Inman Travel

BOOTH# 1406

The Travel Plan by Inman is a travel protection product of Inman Shipping Worldwide, the experts in the transportation of human remains since 1978. With the number of cremations rising, the Travel Plan by Inman provides a generous commission to counselors for every sale.

If a participant dies 100 miles or more from their legal residence, the Travel Plan covers the cost to bring them home for ceremony.

888-889-8508 | www.shipinman.com | travelplan@shipinman.com



Kanga-Woo

BOOTH# 430

Made in the beautiful Pacific N.W. Kanga-Woo First Call Pouch is an exclusive, top quality, tailored made pouch which is truly unlike any other. Finding the need for a more efficient design, separate from the traditional pouch the Kanga-Woo pouch has many new convenient features with modern colors and fabric designs. Look us up online @ www.kanga-woo.com. This will provide you with information along with how to order our quality product.

800-645-8966 | www.kanga-woo.com | info@kanga-woo.com



Memory Glass

BOOTH# 809

Memory Glass, the original glass keepsake company, has been the leader in this market for 17 years with products in over 2000 locations world-wide. This one of a kind memorial is customized by your client families.

By using a small amount of cremated remains, they are hand-blown by our glass artists, into a beautiful piece of art suspending the cremated remains within the solid globe, heart, touchstone or pendant.

Memory Glass is not an alternative to urn selection, instead it will ADD value to your current services and generate incremental value.

805-682-6469 | www.memoryglass.com | info@memoryglass.com



National Mortuary Shipping & Cremation

BOOTH# 1317

National Mortuary Shipping & Cremation (NMS) assists hometown directors with out-of-town deaths. NMS has been the funeral industries trusted source as a full service provider for over 35 years.

We are proud to offer: Domestic and international shipping, cremation, removal services, embalming, livery, airline transfers, flight booking, graveside services, and disinterments as well as assistance with shipping requirements, death certificates, and airline requirements.

Our knowledgeable staff is available 24 hours a day, 7 days a week to provide you service you can count on.

800-321-0185 | www.natlmortuaryshipping.com | info@natlmortuaryshipping.com



Osiris Software

BOOTH# 907

Osiris delivers software technology to funeral homes, crematories and cemeteries with low upfront cost and no long term obligation. Our software starts as low at \$69 per month. Osiris creates contracts, forms and integrates with your website and QuickBooks. We are also industry experts in funeral home and cemetery accounting.

888-447-0626 | www.OsirisSoftware.com | sales@OsirisSoftware.com



Skyways Media

BOOTH# 701

Skyways Media is a family owned and operated business who specializes in the design, print and supply of high quality bereavement and funeral planning guides for Funeral homes, cemeteries and crematoria in Europe and North America. We work with over 1200 Funeral homes in the US and Canada.

Our guides are designed individually for each home and are of a very high standard. The most unique point is that we supply our guides at ZERO cost, that's right we do not charge you a cent. We procure advertising from businesses within your community and work closely with you so that there are only like-minded businesses included that you are happy with. We are supply partners with both OGR and Selected Independent Funeral Homes.

646-810-5748 | www.skyways-media.com | harry@skyways-media.com



Parting Pro

BOOTH# 1642

Parting Pro provides modern arrangement tools that allow families to choose cremation services, select merchandise, pay, and digitally complete and sign documents from their smartphone or computer. For the funeral home, Parting Pro automates and increases sales, saves time on information and payment collection, and increases organization between team members.

Our mission is to create the best death care experience for professionals and families. Parting Pro is a software solution that modernizes the arrangement process and streamlines your case management needs. We bring efficiency without sacrificing quality.

310-651-7817 | www.partingpro.com | hello@partingpro.com



SuperNova

BOOTH# 1703

SuperNova has led the wholesale granite monument industry for 20 years by offering high-quality granite memorial products and innovative memorialization solutions. We offer innovative cremation solutions, in-house color laser etching, and sandblasting. In 2009, we added our patented AP Lazer System to our product line allowing memorial retailers, funeral homes, and cemeteries to grow and diversify into the memory care industry.

800-585-8617 | www.supernovaintl.com | admin@supernovaintl.com



READY
CAPITAL®

Ready Capital Specialty Finance

BOOTH# 1441

Ready Capital is a national, direct lender that specializes in providing financing options for the death care industry. Ready Capital has a team of loan-specialists that have as many as 20 years of experience financing funeral homes. Ready Capital provides funding for acquisitions, buyouts, debt consolidation, renovations and construction. The loan structures that they provide accommodate not only the value of the fixed assets, but also the goodwill value of a funeral home. They understand that the value of a funeral home is in the people who operate them and the communities that they serve.

888-987-2001 www.ReadyCapital.com | john.tonjes@readycapital.com



Thumbies®

BOOTH# 835

Thumbies® and Buddies are heirloom-quality personalized print keepsakes that comfort families with an unshakable connection to their loved ones and beloved family pets. Handcrafted in precious metals by artisans in the U.S. heartland, these keepsakes are cast for maximum tactile quality. Many options can incorporate cremated remains. Contact us to experience the Customer Service our Partners love. You'll learn about best-in-class profit margins (that provide you with cash, not credits) that can be yours. For more information, please visit thumbies.com.

877-848-6243 (847-381-9000 outside the U.S.) | thumbies.com | sales@thumbies.com



Ring Ring Marketing

BOOTH# 500

For funeral homes suffering from serious maladies such as "too few at-need calls," "low online reputation," "weak website conversion" and "mediocre search engine ranking," Ring Ring Marketing is presenting its first-ever RRM Walk-In Clinic in Booth 500 at the 2019 ICCFA Annual Convention in Charlotte. Marketing experts will be on hand to diagnose disorders in funeral homes' marketing efforts and prescribe solutions. Unlike other doctor visits, you don't need an insurance card or a copay: Your "marketing checkup" is 100% free. Simply swing by Booth 500 to get your funeral home on the path to revenue wellness!

888-383-2848 | www.FuneralHomeProfits.com | info@RingRingMarketing.com



TribuCast™

BOOTH# 1145

TribuCast™, a division of LIVECLOUDTV™, delivers an easy-to-use, patent-pending, state-of-the-art remote attendance solution to bring the full impact of a funeral home's bereavement services to those who can't be there in person. TribuCast™ is accessed through a personal website where a funeral or memorial service can be viewed in real time, or at a later date, along with highly personalized content that puts the life that was lost into greater context. TribuCast™ helps reduce a family's heartache and stress by enabling family and friends to honor, celebrate and grieve for their loved one, regardless of their location or life circumstances.

800-782-0104 | www.tribucast.com/memorials | TribuCast@livecloudtv.com

MUST SEE PRODUCTS & SERVICES AT THE 2019 ICCFA CONVENTION

GOING TO THE ICCFA CONVENTION?

The following "Must See Products and Services" section highlights companies and their products and services that will be exhibiting at the ICCFA Convention on April 2-6, 2019 at the Charlotte Convention Center in Charlotte, North Carolina. Information has been supplied by the manufacturers serving the funeral industry.

Crematory Management Software



Halcyon Death Care Management Solutions is excited to offer the next generation in human and pet crematory management! The system is fully cloud based, operating system independent, and cross-device compatible. Access your information anywhere from any device. QR (Quick Response) code body tracking enables detailed chain of custody which minimizes liability and our secure portal allows for easy collaboration with your partners.

Visit Us! Booth #416

HALCYON DEATH CARE MANAGEMENT SOLUTIONS

770.877.1158
sales@halcyondcms.com
www.halcyondcms.com

Stars & Stripes Orb



Our "Stars & Stripes" design was created with the mission to honor, respect and forever memorialize everyone who loves our country – everyday Americans and service personnel alike. This memorial keepsake is for all who have sacrificed to make our country a better place, whether in an official capacity or as an everyday citizen. It is for all Americans that have a great love our country and is dedicated to the spirit of freedom. Come see for yourself!

Visit Us! Booth #809

MEMORY GLASS

805.682.6469
info@memoryglass.com
www.memoryglass.com

Thumbies® True North™



Everyone has that one person. The person who inspires them, keeping them focused on what matters most... their guiding light... their True North. Honor that individual with the Thumbies® True North™ pendant. The fingerprint placed in the center of this circular compass pendant is overlaid with a four-pointed star. A masculine look when paired with our new durable and sleek leather cord. A feminine look when used with a traditional metal chain. Available in a variety of precious metals. Includes engraving on the back side. Also available in a cremation option (Sterling Silver only) featuring cremated remains suspended in a protective colored photo-polymer resin in the center of the four-pointed star.

Visit Us! Booth #835

THUMBIES®

877.848.6243
(847.381.9000 outside the U.S.)
sales@thumbies.com
thumbies.com

Lenox Urn



A collectible in American homes since 1889, Lenox's reputation depicts prestige, quality and affordability. Its legendary name will be recognized and appreciated by families who enter your display room. Our new Lenox® Urn is only one of 140 brilliantly designed cremation urns developed by our company, and worthy of your attention. Visit us at ICCFA in Charlotte North Carolina Booth #1007.

Visit Us! Booth #1007

ELEGANTE BRASS COMPANY

800.252.7277
romar904@aol.com
www.elegantebrass.com

Ring Ring Marketing



Ring Ring Marketing is offering free "marketing checkups" at its RRM Walk-In Clinic at the 2019 ICCFA Annual Convention in Charlotte. Drop by Booth 500 to meet with our marketing experts. They'll diagnose maladies in your marketing efforts and prescribe solutions to generate more calls and greater revenue. Don't let marketing illnesses go untreated: RRM has the cure.

Visit Us! Booth #500

RING RING MARKETING

888-383-2848
info@RingRingMarketing.com
www.FuneralHomeProfits.com

The Advancement Advantage



Do your families need additional funds to pay for travel expenses, medical bills or other immediate needs? With the Advancement Advantage we will fund any amount of the life insurance benefit typically within the same day of verification. Ask your families if they would like us to advance their complete policy amount. Learn more at Booth 613.

Visit Us! Booth #613

EXPRESS FUNERAL FUNDING

812.949.9011
contact@expff.com
www.expressfuneralfunding.com

AC-1 Auto Charger



American Crematory's cremator charger is designed with health and safety in mind to allow for safe, single-person, unassisted operation, while minimizing the risk of physical and repetitive strain injuries. One-of-a-kind docking station provides unique compatibility with your crematorium ensuring optimum, efficient, and safe charging, while reducing operating costs to save you money.

Visit Us! Booth #713

AMERICAN CREMATORY EQUIPMENT COMPANY

562-926-2876
americandirect@americancrematory.com
americancrematory.com

Eagle Memorial Urn



We are artists!

Our mission is to create unique and artfully designed Memorial Urns with a personal touch. Based on our strong background in sculpting, carving and experience in handling different materials we offer a variety of beautifully crafted urns and keepsakes for both people and pets.

Visit Us! Booth #1029

TIMBERLAND URNS

651-688-0875
customerservice@timberlandurns.com
www.timberlandurns.com

Management Software Suite



Hyper-focused on single point entry, SRS Computing products are seamless for one-site to multi-location funeral, cemetery and crematory corporations. Turn to the industry leader in sophisticated management software solutions to manage all cases. Track calls with BarCoding. Put your business in your pocket with mobile.9. Enhance efficiency with ResourceScheduler. Go paperless with VirtualFiles. Process payments with E-Pay. With 20 years' experience supporting over 5000 locations, SRS has maintained a progressive reputation built from cutting-edge technology.

Visit Us! Booth #1106

SRS COMPUTING

1-800-797-4861
ksimons@srscomputing.com
www.SRSComputing.com

Biotree Urn by Passages



The Biotree Urn is the newest way for an individual to "be a tree" after life. It features a contemporary design made of natural plant fibers, and can remain in a family's home for several weeks after a tree is planted. This allows the healing process to begin, while the included tree sapling becomes established. Each urn also includes a unique geotag, allowing families to mark the final burial location and create a memorial online.

Visit Us! Booth #1111

PASSAGES INTERNATIONAL, INC.

505-830-2500
info@passagesinternational.com
www.passagesinternational.com

Remote Attendance Solution



TribuCast™ is the remote attendance solution for today's funeral home. TribuCast™ is a private, personalized and portable, pay-per-use system that enables families and loved ones to attend funeral and memorial services remotely. Experience shows the average TribuCast™ increases funeral attendance by 60-90 remote attendees.

For more information contact a TribuCast Advisor at (800)782-0104 or visit TribuCast.com.

Visit Us! Booth #1145

TRIBUCAST™
800-782-0104
TribuCast@livecloudtv.com
www.tribucast.com/memorials

Digital Registry



Digital registry is growing in popularity with funeral homes and the families it helps. A Simple Thank You has been a leader in this technology and we have added many new features due to requests from funeral directors. New features include; a Floral App to easily add flower pictures to your memorial book, mobile sign in for your guests, and 13" iPad Pro support! This technology is a huge boost in your preneed program capturing all the information needed to reach out to families looking for preneed options. Ask us how to receive FREE start up equipment.

Visit Us! Booth #1416

A SIMPLE THANK YOU
800.483.0671
info@asimplethankyou.com
www.asimplethankyou.com

Fundafamily.com

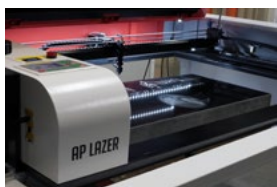


At FundaFamily.com we provide a method of financial assistance for people experiencing the loss of a loved one. By donating to a family, community members can provide needed financial support. No fees are charged to families for our services. Because we are families. We are tragically aware of the heartbreak and financial burden faced when losing a loved one. Because we are in a unique position to help.

Visit Us! Booth #1640

CONTINENTAL COMPUTER
800-240-1016
sales@continentalcomputers.com
www.fundafamily.com

SN4024 Laser Machine



Turn ordinary urns, caskets, Tribute Memorials, pet memorials, keepsake gifts and more into priceless treasures your families will cherish forever. AP Lazer's patented design will give your funeral home a cutting edge when it comes to personalization and standing out from your competitors. See AP Lazer in action at booth #2501 to learn how you can double your profits while growing your business and embracing diversification.

Visit Us! Booth #1703

AP LAZER
800-585-8617
info@aplazer.com
www.aplazer.com

SuperNova Intl HD Retail Display



HD Retail Display

SuperNova's HD Retail Display is the memorial display of the future. Instead of spending thousands on a few showroom pieces, all you need is a large HD TV and our Memorial Solutions Portal to show hundreds of SuperNova's options digitally. Stop by our booth to see the display in action.

Visit Us! Booth #1703

SUPERNOVA INTERNATIONAL
800-585-8617
admin@supernovaintl.com
www.supernovaintl.com

Alkaline Hydrolysis Systems



Offer your families a gentle alternative to flame cremation. Alkaline hydrolysis (Aquamation) uses 95% water and 5% alkali to reduce the body to final mineral remains. Families are grateful to receive 20-30% more ashes. Pictured left is our pet system, pictured right is our human system.

Do the families you serve deserve a choice?

Visit Us! Booth #1904

BIO-RESPONSE SOLUTIONS
317-386-3500
info@bioresponsesolutions.com
www.bioresponsefuneral.com

#Trigard Strong®

*Vue Xiong,
Trigard Manufacturing & Production,
38 years (pictured left)*

NEARLY FOUR DECADES of helping to ensure **STRONG PRODUCTS**
and connecting customers with **MUST-HAVE FUNERAL SOLUTIONS**
makes Vue a **PRODUCT EXPERT.**

Thank you for your commitment, Vue!



VISIT OUR ICCFA **BOOTH #1417** OR CALL **800.637.1992**
FOR TOTAL FUNERAL SOLUTIONS BY EXPERTS.

APRIL 2-6 CHARLOTTE CONVENTION CENTER CHARLOTTE, NC

Copyright © 2019 Greenwood Inc.

MARKETING 101: WHAT IS IT EXACTLY?

BY SARAH SAVAGE

Marketing 101 in 2019 is NOT the same Marketing 101 you may have taken in school, be it 5 or 20+ years ago. The first class may start off similarly, but the syllabus will meander down paths you didn't know existed.

The marketing discipline is constantly evolving to serve the ever-changing consumer landscape and to utilize the fast-growing technology options at our fingertips. We know that we're supposed to keep up on the latest marketing tools, but when it's only a small portion of what you do or you outsource it, it's easy to fall behind or lose touch with the basis of what marketing really means.

This article is the first in a series intended to bring you back to the basics, reminding you of what marketing actually entails, and in future articles, we'll get into the nitty gritty of what it all means and how to leverage it favorably for your business.

So, what is it exactly?

The term "marketing" is often used interchangeably with public relations, advertising, and sales, but the latter three are focused disciplines falling under the marketing umbrella. They are interrelated and inform each other but are indeed separate avenues of promoting your business.

It's easy for these terms to get lumped together as it's common for small businesses to have a small "marketing staff" (raise your hand if that staff is "just you") who handle all of these activities. When this happens, the roles of each discipline can become blurred.

Marketing is, however, even more than the combined efforts of those disciplines. Here is a breakdown of marketing's distinct components.

Marketing is a key player in your overall business plan and involves strategic planning and management of its components and their implementation. It is a multi-faceted effort in defining what your business is and what it stands for, refining your products and pricing, identifying the right people who have a need for your business, and pushing this all out in front of that demographic.

Simplified, your business should have a well-defined Marketing Mix, which is the 4 Ps of marketing: Product, Price, Place, and Promotion. Combined, these determine your target market or demographics.

- **Product** refers to what you are offering your customers. This includes the physical products you sell, like caskets, urns, and keepsakes, and also the services you provide, such as funeral planning, event hosting, and counseling.
- **Price** is obvious, and a crucial part of the mix as it will inform your promotion strategy and earning potential.
- **Place** refers to where your business is located, which is traditionally wherever your physical building stands. This is increasingly less localized now that businesses have virtual places online.



ONLY YOUR ACCOUNTANT CAN TELL THE DIFFERENCE.



Sich Executive Bronze - HF41

IT'S JUST DRIPPING WITH PROFITABILITY.

Richly styled, deftly hand-finished, a superb statement of honor and legacy. And ridiculously priced. All exactly what you can expect from every casket that bears the Sich name. We produce our caskets so that they can be a source



of pride, both in your display room and in the chapel. But where they really exceed expectations is on your balance sheet. Profitability. It's the reason Sich has become America's fastest growing casket brand.

For your nearest Sich distributor, call 888-794-1744 or visit www.sichcasket.com



• **Promotion** involves Public Relations, Advertising, and Sales. This is how you get the word out and obtain actual customers. The Promotion portion of the Marketing Mix is what we all think of as “marketing” and understanding its components helps to properly build your Marketing Plan. Here’s a closer look at the elements of the fourth P.

• **Public Relations** is developing and maintaining a positive, public business identity through the controlled release of information using (mostly) free opportunities to spread the word.

• **Advertising** is crafting a persuasive message targeting a potential or existing customer, and then paying to have that message reach them.

• **Sales** is the process of engaging with a potential customer and ideally leads to an exchange of their money for your product or service.

Some of you may feel a false confidence in your marketing efforts if you’ve delegated marketing to an intern because they seem to know a lot about social media. As you can

see, marketing is about MORE than social media. Your marketing efforts will trickle down to your business’s bottom line. I’d like to think that business professionals wouldn’t hand over such a vital role to an inexperienced non-staffer with no foundational understanding of marketing and its components, but it happens all the time.

Perhaps that’s not your business. Perhaps you’ve outsourced it to a marketing professional who develops and executes marketing plans. What they do can often feel mysterious to those who haven’t worked with marketing plans before. The tools, jargon, and mumbo jumbo used in plans, results reports, and meetings might feel overwhelming and confusing. No one likes to raise their hand to say, “I don’t understand”.

Do you honestly know what they’re talking about, and what implications it will have on the rest of your business plan?

I encourage you to get involved in your business’s marketing efforts. If your marketing program has fallen by the wayside, fear not! It’s never too late to pick it up and revamp it. **FBA**

Sarah Savage is the Marketing & Public Relations Director for Memory Glass and has been with the company since its inception. Her expertise includes start-up, Internet and social media marketing, public relations, and advertising. In addition to the funeral industry, she has experience in the food, tech, and non-profit industries, and working with high-profile celebrities. Contact Sarah at sarah@memoryglass.com, or visit Memory Glass at www.memoryglass.com.

Bringing Transparency to Recycling



Your Crematory's Trusted Partner

Trust Mid-States for the collection-to-recycling of your post cremation metals.

All Under One Roof

Our complete in-house services provide your crematory with the most comprehensive advantages.

Complete Transparency

Our Open Door Policy allows you to view the smelting and analysis of your scrap metals.

Visit us at **ICCFA BOOTH #432**



847-298-0010
www.CremationRecycling.com
@CremateRecycle

MC-100A and OS Mortuary Cots



PROUDLY MANUFACTURED IN THE USA

JUNKIN
SAFETY APPLIANCE COMPANY
www.junkinsafety.com

888-458-6546
3121 Millers Lane • Louisville, KY 40216
Tel: 502-775-8303 • Fax: 502-772-0548

Built of sturdy anodized aluminum tubing that will not oxidize and will keep looking like new for years.

Features

- Legs lock automatically when unloading
- Legs reinforced for oversize capacity, MC-100A-OS
- One person can load and unload
- Multiple level adjustment for bed to cot transfer
- Two locking swivel wheels
- Comes with heat sealed mattress and two restraint straps
- Also available with side rails

Specifications

	MC-100A	MC-100A-OS
Dimensions:	78" L x 21" W	78" L x 25" W
Minimum Height:	10"	10"
Maximum Height:	32 1/2"	32 1/2"
Weight:	58 lbs.	80 lbs.
Load Capacity:	650 lbs.	900 lbs.

DEARLY BELOVED, WE ARE HERE TO PAY TRIBUTE TO ANOTHER CLOSED FUNERAL HOME

BY GEORGE PAUL III

"Drive Yourself Out of Business, Don't Let Others Do It For You" —Gary Vaynerchuk

I recently read an article about a West Coast funeral home that closed its doors after 60 years. I also recently talked with a small independently-owned firm dealing with some serious issues that threaten his future. We talked in depth and I felt compelled to assist him in examining the issues hindering his firms' growth. Both of these situations bring up a serious dilemma we all face—how to stave off the death of our business.

I hate working for other people. I'm the biggest stick to the man guy. So I always do what I can to help independent firms stay independent. It truly breaks my heart when I hear of firms closing after decades of operation. I mean we're talking about generations here! They've provided for their children through their firm, they've helped thousands in their community and it's just gone. What's worse is that this is happening all over the country. Independent firms are being acquired or just shutting down due to numerous reasons. Is your firm on the brink of closure? Have you had a dramatic loss in business this past year? If so what are you going to do about it?

As I write this article it reminds me of the movie Cinderella Man. It's the Great Depression and it's bad everywhere. Russell Crowe's character, Braddock, is a boxer trying to provide for his family. He's old, tough, but not the best. His turning point came in the middle of a fight against Lasky and he's getting wailed on. His opponent just gives him the devastating blow that's supposed to finish him off. It even knocked his mouth guard out. He's dazed and about to go down, until. Until his life flashed before his eyes and he saw something that made him stand up. He saw the past due bills, a despondent wife, his family in the bread line, empty beds in an unfurnished home. He saw something that he knew was worth fighting for—his future. He smiles.

He smiles because he knew the hardest hit he ever received will never be worse than the reality of a situation he refused to come to pass. He smiled because he knew what he was fighting for and he had to win. As an independent firm do you know what you're fighting for? It's not just to keep the doors open, it's to make sure that your employees still have jobs and can pay their bills, it's so your kids have a future whether that's in the family business or not. It's so your community still has a local option that is going to look out for their best interest at their most vulnerable.

That's why we're gathered here today. While we pay tribute to the firms that have come and gone, much like a memorial service itself we need to reflect on what we can do to ensure, not make sure, their story is not ours. I'm going to take some time to talk about the firm that recently closed as well as the local firm I talked to and discuss various things that could have been done or, be done to turn their situation around.

Case Study 1: West Coast Firm

While I don't have all the details about the firm there were several noteworthy identifiers to their untimely demise that we can discuss.

Problem A: Gentrified Neighborhood

Their primary target was being gentrified out of their neighborhood which meant that a new class was moving in. Now, I'm not going to go down the race rabbit hole. Race as an excuse goes only so far. But there were two issues I see regarding this. They mentioned that they were sensitive to the financial needs of their target, which in truth means, if we're being honest here, they had no money. We're not monsters. Our hearts go out to them and we want to give them a break. We do it all the time and shouldn't stop. However, we must understand the reality. There will always be families on a miniscule budget in need of your services.

Solution A: Give the People What They Want

Provide them a solution within their budget that's still profitable for you. It's basic business, you can't sell to someone who can't buy. I learned that the hard way. However, we should always have several streams of income for our business so if one dries up we have others. Lower income families can still be a revenue source, but considering the trend they should have had others. Additionally, they stated that their community was being gentrified since the 70s. That begs the question, you've dealt with this trend for over 40 years and did nothing? I don't know that for sure, perhaps they did. However with gentrification it actually presented a potential solution, people who could pay.

To capture business in a changing neighborhood you need to reinvent yourself. We all have to do this every several years. Markets change, the industry changes and you either keep up with the changes or die. The core tenement of



See the difference.

When your company slogan is *"it's about people"* you see things differently.

At NGL, we see things clearly and focus on the things that provide you value. Our expertise allows us to offer you the best options for partnerships, products and services. We are not just a Preneed insurance carrier, we are your partner.



888.239.7047 • www.nglic.com • Madison, WI

business is that people want to business with someone they know, like and trust. While race can be a factor, it's not a final driver. A local business is someone who neighbors see and interact with every day. It's someone's door they can knock on if there is an issue and feel confident it will be solved because simply, we have to live together. Yes, a local business is someone they know, like, trust and will use. Expanding into other neighborhoods is an obvious option, but still bears mentioning.

Problem B: Predatory Loan

This is unfortunate. They mentioned that was a big factor considering it was a seven-figure loan. Most likely, it had to do with the property since they owned it. Further, they said the sale of the property would go toward paying off the loan. As a result they had to sink lots of money into repayment as well as other consequences.

Solution B: Education and Fighting Back

I'm a branding expert, not a money expert. Other side of the brain. However, were I in the situation, I'd fight back. I'd call the attorney general. I'd reach out to local news stations for an exposé. They'd love the angle of money hungry company taking advantage of a local landmark and treasured community gem. I'd report the loan to anyone and everyone who could hear and help me either get out of the loan or at the very least refinance it into something I could manage even if it was for 30-40 years. There are other businesses that have made million dollar mistakes and are still here. It boils down to educating yourself rapidly on what you don't know so you can still have a business tomorrow.

The firm owned the property which means they can leverage it. By the pictures it looked like they had rental units. If not, I'd convert them and turn Problem A into Solution B. My firm is in the middle of a hot market. People will always need to rent which means people will still be interested in renting my place. I would use the rental income to pay off the loan quicker or leverage it for approval for a refinanced loan. Then I'd simplify both my life and business expenses and live off the revenue from either the funeral home or rental income, whichever was lower. If I had a house I'd move into one of the units at the funeral home and rent my space out. This isn't a time for comfortability. It's a time for dramatic, out-of-the-box ideas to keep my firm, which has been around for 60 years alive.

Solution C: Education and Outreach

With churches, hospices and other spheres (businesses that share the same target audience but don't compete with each other for business) I would reach out to all of them and see what programs we could create to help leverage each others' businesses and organizations.

I'd also start a Google Adwords campaign and content marketing since that's how most people today find businesses for the services they need. Who is the expert in my area for what I need? Even to this day I still encounter families that say this is their first time planning a funeral and are overwhelmed as to what to do. Start a blog, a YouTube channel and pump out content that provides valuable

information they can use when they lose a loved one in death. We all know no one wants to talk about death, it's a stigma until it happens. But when it does if you're doing content marketing you'll be the first one they think of. That's how you get business. It amazes me to this day how many firms are not doing content marketing or even worse they are marketing but not tracking the results so they know where to spend their budget wisely.

These are just a few solutions to help keep their firm alive. Unfortunately, it's too late for them but not for Case Study Two.

Case Study 2: Local Firm

The owner had relocated from out of state and bought the firm from a Funeral Director that was retiring. His place was huge, but old. The retiring director had a lot of interest from others, but ultimately went with the relocated funeral director. He said he fell in love with the place and perhaps it was his passion for the location that made the retiring director go with him. Since acquiring the place he's had a serious uphill battle.

Problem A: Stiff Competition

His main competition does literally, three times more service calls than he does and is actively trying to drive him out of business. He mentions that while he's active in the community, there's a good ole boys club going on. He also mentioned that people in his area tend to stick with firms that service their race.

Solution A: Be the Real McCoy

Again I believe that's not true. If you can solve my problem then it doesn't matter who you are. Race nor good ole boy makes a difference. When it comes to choosing a business it's literally, "Who's the least risky solution for my problem?" Let me tell you the story behind the phrase, "the real McCoy". Elijah McCoy, a black inventor, created an oil drip cup system used in locomotives back in the late 1800s. Many knock offs came, but all were inferior. This would cost companies thousands of dollars and time fixing what an inferior product broke. As a result when they were requesting the oil drip cup system they would say, "Get me the real McCoy." The Funeral Director here needs to be the real McCoy so that anyone can see he's the least risky source to help solve their problem, and that is—give my loved one an honorable send off. He's not the least risky option because of his next problem.

Problem B: Aging Facility

His facility has what many desired, a chapel inside his funeral home and a very large parking lot to accommodate them all. His facility is huge in fact. He could easily hold multiple wakes at the same time comfortably. But it looks and smells old. In trying to get new business someone was forthright and said to him that her father worked really hard through his life to provide for them and they wanted to give him an elegant send off and his facility didn't look like he could do it.

Solution B: Listen to your Target!

You need to look like you're on the same level if not bigger than your competitors. I remember reading a proverb from branding agency, Proverb (pun intended), who said, "If

When your sales program is powered by FSI,
you have access to your trust funds
within hours.

The best, most complete administration of sales programs
for preneed and perpetual-care trusts.

With FSI, you have access to cutting-edge technology specifically tailored to the deathcare industry, which:

- Processes deposits and withdrawals daily, typically within one business day
- Ensures transactions remain compliant with ever-changing state laws and regulations
- Allows for multiple payment options, including account auto-debiting and credit-card payments

Shouldn't you trust the administration of your deathcare sales programs to FSI?



TRUST SOLUTIONS

800.749.1340 | fsitrust.com

you can't judge a book by its cover, someone dropped the ball." If your potential families look at your place and think small, walk through your place and see old then you've lost. There's a difference between old and vintage. People want vintage, not old. Before doing any marketing I would focus on a facelift of the facility so that when people walk in they feel like they came to the right place. In trying to accomplish that he has his next issue.

Problem C: No Budget

We all know we have to spend money to make money. Fortunately, we live in a time period that we don't have to spend much to make much. If you don't have the budget to hire someone to give your place the facelift it needs, then do it yourself. There are two kinds of equity to leverage in any situation: cash or sweat. He had the latter and the time to do it since he wasn't doing many services. What you don't know how to do there's YouTube. What looks too serious to handle on your own save and hire someone else to do. Try bartering services. Again people, business closure is serious, think outside the box. They say in self-defense everything is a weapon, from your pen to your keys. You're fighting to keep the business that you love with a passion from closing. Use everything to your advantage.

Since you don't have money to market traditionally, you have to do guerilla marketing, also called grass roots marketing. Get those boots on the ground and get your face in front of

people. Give them a simple pamphlet, which you can print in-house. It will introduce your funeral home to them and why they should go with you. The more people see you, the more they want to give you business.

The firm has a long road ahead but fortunately, he's still here which means there's still something he could do about it. That's the same with all of us. Each day we breathe is another day, another attempt toward solidifying our marketshare. There's truly enough to go around and more will go to you if you learn the lessons from the closed firms of days past. **FBA**

George Paul III is a branding expert and award-winning designer. He's the founder of Cherished Keepsakes, a provider of memorial keepsakes such as prayer cards, memorial programs, buttons, photo collages and more. Their innovative designs have been sought after by families and funeral homes across the country. Additionally, he assists firms and companies in the funeral industry with their branding and marketing. George has a Bachelor's degree in Design from Northeastern University. He provides strategies, tips and practices firms can use in his blog, Seize the Brand (www.seizethebrand.com). He has written, lectured, exhibited and held workshops regarding branding and design. He currently oversees the creative and strategic direction of GP3 Creative and its in-house brands. To connect with George, email him at gpaul@cherishedkps.com, call 617-971-8590/617-980-1476, or visit his websites www.chershedkps.com or www.seizethebrand.com



READY WHEN YOU ARE

www.PreneedSuccess.com

We're ready to whip your preneed program into shape. We've been training for years and we're looking to share our success with you. Let SNL show you a better way to your preneed business.

Visit Us at ICCFA Booth #634



ENHANCE YOUR PAYMENT PROCESS WELCOMING E-PAY WITH SRS

Your smarter solution to payment processing

- Submit credit card payments directly from your software
- Cut back on making double entries
- Eliminate excess software and reduce your risk for errors

Call to enroll 800.797.4861

Test drive the SRS products available for download at SRSCOMPUTING.COM

INDUSTRY LEADER FOR FUNERAL | CEMETERY | CREMATORY SOFTWARE

SRS Computing Solutions © 2019



GETTING INTO CHARACTER: FUNERAL PROFESSIONALS AND THE ROLES THEY PLAY

BY SHANNON CUMMINGS

The year is 2019, and the mass-appeal of connectivity and convenience within our society is at an all-time high. Smart phones and smart watches exist in real life, not just in episodes of Dick Tracy or Inspector Gadget. Internet accessibility and the integration of wireless technology now enables us to take everything on the go in a new space referred to as the “cloud.” The emergence of social media and the idea of a universal marketplace a la Amazon/Alibaba, are connecting humans on a global scale never imagined. All the while, in the midst of this dramatic newness, artificial intelligence continues to develop and mature, defying expectations and challenging limits of possibility.

As we continue to evolve in this new, highly connected, convenience culture and economy, our desires and buying behaviors are changing. The appetite for customized, digitized and personalized experiences is only growing, creating boundless opportunities for businesses to establish, affirm, and create new avenues of communication and accessibility with our consumer. With these new channels and spaces to interact with our consumers, now is the time to connect with them effectively and genuinely regardless of where, however, whenever and whenever they wish to do so.

The funeral profession is no different in this way. Phone calls, Email, text messages, and --the stalwart of our profession-- in person meetings--make up the many spaces (or as we call them, “stages”) where we interact and provide an experience for the client families in our care, or more accurately, our audience members. Since we are in front of, or on stage, with our consumers now more than ever before, the time has come to evaluate and audit the way we communicate with our consumers in every space in which we interact. The topic being discussed at large, versatile artful communication, is a skill that can be learned and mastered. It is something you can work on and practice. There are many exercises, techniques, and texts dedicated to help improve communication on the new digital frontier. But before you set your sights on this new journey of uncovering, learning and implementing a new strategy, make sure your internal operation, including your team and processes, are solid.

A precursor to accomplishing goals, achieving excellence, affecting change and future-proofing any business is building

and maintaining a strong foundation of people, processes, and ethics. Whenever considering a directional change in the flow of your business, remember to look at who is around you and realize whether or not they will be a good fit in your new vision. Look at yourself and your team's strengths, weaknesses and opportunities. How nimble are they when adapting to change? Are they flexible, willing to improve and learn new skills? After you've assessed and inspected your foundation for any cracks or weak spots, done the necessary reconstruction, and your company culture is one that “feels good”, only then should you start investing your time toward introducing new practices and standards to your team.

When you are ready to begin, start small and delineate the tasks strategically. Create a list of specific, identifiable action items for employees to work on. Simply commanding an employee to improve the way they communicate with a client family is ineffective; it's too broad and wrongly places blame on your employee. Instead, zoom in and identify specific tactics to focus on. What follows is an example of a multi-faceted, tried, tested and tactical exercise we use internally at our company. The thoughtful provocation and exercise shared here is ideal for anyone who interacts with client families over the phone, during an in-person meeting, and is also applicable for written correspondence.

Gilbert Gottfried or Julie Andrews, How does your voice actually sound?

Consider a favorite actor's voice. What do you like about it? Is it their tone, their pitch, their word choice? What is it that makes listening to them speak a pleasurable experience? When I first did this exercise, I immediately imagined the unmistakable voice of Morgan Freeman. His captivating and iconic voice has even been used in movies to portray the voice of God. (Bruce Almighty, 2003)

If we're being practical, most of us were not born gifted with his velvety low pitch and his lulling graceful tone; but thankfully, there are vocal exercises and techniques to help improve how we sound. One quick tip from the master himself, Morgan Freeman: yawning. Freeman, for his part, has his own theories about the power of voices like his. “If you're looking to improve the sound of your voice, yawn a lot, it relaxes your

throat muscles. It relaxes your vocal chords. And as soon as they relax, the tone drops. The lower your voice is, the better you sound.” With the chaotic hours of the funeral profession, we shouldn't have to do much practicing with this technique!

Next thing to try out, when you aren't busy yawning of course, is to turn on the TV, watch a movie, or go see a play. Yes, we're recommending a steady diet of yawning and watching television in order to begin transforming our communication skills; pretty easy right? All kidding aside, what we recommend is to consciously study scenes from film and theatre. Listen and watch the actors' delivery, their pace, and their tone. Emulate them; actually try it and practice it aloud.

Imagine if “Sara” whose otherwise healthy 60-year-old mother has just died in an unexpected manner calls your funeral home and the funeral professional who answers sounds as steady, calm, warm, and smooth as Morgan Freeman? Most likely, Sara is going to notice and be more willing to connect, listen, and want to hear more from you.

One purpose of this exercise is to illustrate the power of studying acting, drama, and the many other elements of theatre.

As a Certified Experience Economy Expert, I'm a disciple of the best-selling business book *The Experience Economy*:

Work is Theatre & Every Business a Stage. The authors of the book, published by Harvard Business Review, Joe Pine and Jim Gilmore explain that only after you begin to realize and embrace that work truly is theatre, our business the stage, and ourselves the actors in the play, do we effectively create transformations within our customers, all stemming from the first remarkable experience they have with us. When we begin injecting all pathways of our businesses with an anabolic steroid I'll call ‘Experience Economy Juice’, we will be capable of serving and communicating with our consumers in a meaningful way.

Get ready, because it is Showtime! We must be prepared to put on our best, Oscar-worthy experience for our audience. In our profession, the audience is the client families and their guests attending the play of their loved one's life. Whether the play takes place at our funeral homes, in the local church or other gathering places within our Communities, it's up to us, as funeral professionals to direct, produce, and sometimes star in these final productions. **FBA**

Recommended and referenced text:
Treasure, Justin, How to be Heard. Mango, 2017
Pine, B. Joseph, Gilmore, James H. The Experience Economy. Harvard Business Review Press, 1999

Shannon Cummings is the Creative Thinking Writer and Storyteller for Life Celebration, Inc, a company that specializes in experience staging, training, and custom print design and production. Shannon can be reached at 888.887.3782 or s.cummings_plotkin@lifecelebration.com or visit www.lifecelebrationinc.com.

**YOU WOULDN'T USE OUR
LEAK-RESISTANT CREMATION TRAY
AS A TOBOGGAN, BUT YOU COULD.**

**We test ours in the lab
so you don't have to test
it in the real world.**

**CUSTOM
AIR TRAYS**

1-800-992-1925 | CustomAirTrays.com

**Non-professional stuntman. Please try this on ski slopes.

© Custom Air Trays





TIPS TO ACCEPTING CREDIT CARD PAYMENTS WITHOUT A CARD PRESENT

You can provide convenience for your families by offering methods to pay from wherever they happen to be at the moment they want to do business with you.

BY JIM LUFF

With out of town family members helping with the cost of funeral arrangements, many credit card transactions are completed without ever seeing the person making the payment. More and more families want to be able to shop online or take care of payment arrangements without mailing a check or leaving their house. You can provide convenience for your families by offering methods to pay from wherever they happen to be at the moment they want to do business with you. This is important today because if they can't do business with you without coming to see you, they are likely to find a competitor that offers such services in the future. There are basically three methods you can use to collect money remotely.

The eCommerce Store

The easiest method for accepting cards that are not present is an eCommerce solution. With this method, you can sell products and/or services using your website and an online purchase area commonly called a shopping cart. You can

use specialized funeral industry software to build your eCommerce section on your website or ask your credit card merchant services provider to build a system for you. Your software system might offer a service for families to make payments toward a case that will go directly into your accounting system. There are many options out there for offering this type of service. Find the one that works best for you. Families can completely self-serve with this option. This reduces your internal labor costs since they browse what you have to offer add the products or services they like to their cart, and checkout directly on your website. There are some security concerns associated with online stores, especially when it comes to PCI Compliance. Work with your credit card processor and software provider to determine the best way to set up your eCommerce solution.

A Payment Button

If you don't need a full eCommerce store, you can add a simple button such as "Pay Here" or "Click to Pay". The coding snippet is easy to add to your website and you shouldn't need a web developer to do it. Your credit card processor can help you do this. When a customer clicks on the button they are taken to a secure page that's not hosted on your own computer system. This helps you meet PCI compliance requirements as the payment information provided goes directly to the processor's site. Having a button like this allows your customers to make payments anytime including when your business is closed. It's a very simple solution for accepting credit cards.

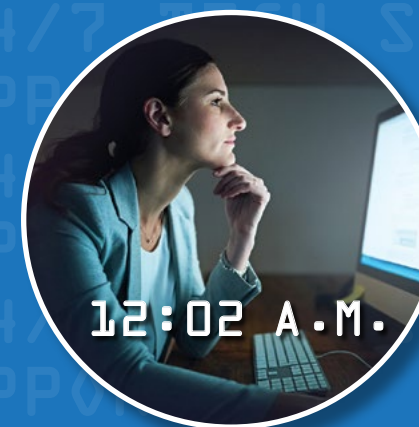
Text to Pay

Let's say services are set for tomorrow and a family is desperately trying to come up with the balance of funds for the service. You're all too familiar with this scenario. Imagine if you offered a service that allowed them to skip coming into the office to pay and pay you the moment they have the money. With a text to pay solution they can pay using their Smartphone. You can send a personalized payment link that allows them to review their invoice and pay it from wherever they happen to be. That's one less person in your office tied up running a credit card payment. Your families will love this. Of course your customers can also pay you using PayPal as long as you set up a PayPal account.

No matter which option you think might be best for you, a credit card processor familiar with the funeral industry can help you determine the solution that would be best for your needs and help you navigate security and other concerns. Ask about recurring credit card payments too if you allow your families to make monthly payments to you. **FBA**

Jim Luff is a Marketing Manager with Chosen Payments, a national credit card processor serving the funeral care industry. He is an active member of the California Funeral Directors Association serving on the Legislative, Public Relations and Expo committees with firsthand industry knowledge and 25 years of experience working with Central California funeral homes. Jim can be reached by phone at 805-427-9180 or by email jim.luff@chosenpayments.com.

We work when you work.



Funeral professionals' schedules are unpredictable and hectic. We get that. That's why we're now providing 24/7 tech support to all Director's Print Suite users.

Contact us 24/7 for tech support or to learn more about Director's Print Suite.

855-277-0436



www.bass-mollett.com
www.directorsprintsuite.com



The most innovative stationery printing software in the industry



VOICE SEARCH ON THE RISE

BY WELTON HONG

In old science fiction movies and TV shows that took place in the (then) far-off future, characters often made things happen just by talking to computers.

If you were Buck Rogers or Star Trek's Captain Kirk or Alien's Ellen Ripley, you were accustomed to gaining information and making things occur simply with your voice.

Which surely seemed exciting to viewers, who could hardly get their own kids to do their chores without asking them about 150 times.

Voice commands don't always work great with kids. They might work okay on a well-trained dog. They certainly don't work at all with cats, because cats will never do anything you tell them to do. And they definitely won't stop doing anything you want them to stop doing. Because cats are cats and cats will never change.

But some things have changed. Specifically, we've been able to get computer-powered devices to execute commands for several years now. And over the past year or so, these devices have skyrocketed in popularity.

I'll dig into that a little more in a moment, but I'm probably overdue to note how this relates to your funeral home marketing.

Essentially, it's critical for business owners in 2019 to understand that consumers now interact with their world in very different ways than they did before.

Before computers became ubiquitous in American homes, we got information about business services from directories such as the printed Yellow Pages and through spoken word of mouth.

Then desktop computers became popular, and once 24/7 internet service became widespread, many people learned about products and services over the internet.

Over the last several years, mobile technologies have become convenient and affordable, earning widespread adoption across every demographic. We can get information and even act on many things just by using our smartphones and tablets.

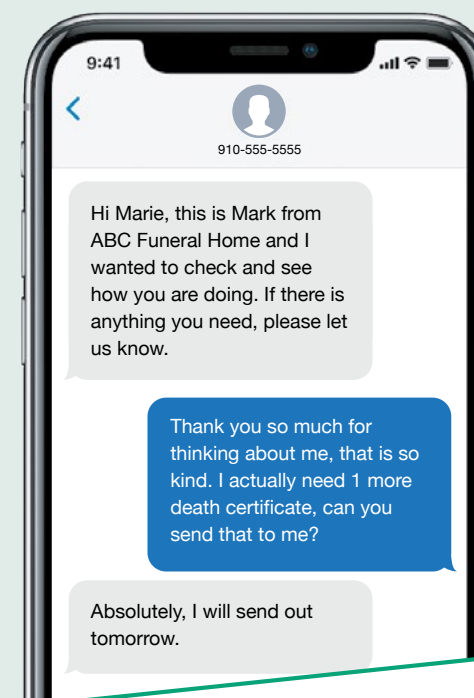
Voice search has become massively popular over the past couple of years, as virtual personal assistants such as Google Assistant, Apple's Siri, Microsoft's Cortana, and Amazon's Alexa have seen widespread adoption among everyday consumers.

If someone needs immediate information on death care services, she can simply ask a device (often called a "smart speaker") on her kitchen counter for that info.

In just a couple of seconds, the device spits out the info. Some newer devices even have screens to display the information. And many now let you do Wi-Fi calling as well.

So picture this: Lucy is at home, making breakfast, when she gets a call that her mother has died. Her mother didn't have a plan in place, and it's Lucy's responsibility to make arrangements ASAP.

Literally while still making breakfast, Lucy can ask her device for "funeral homes near me." The device relays info on several options. If it has a screen, Lucy can even see them on the list. Lucy decides on one and tells the device to call that funeral home. It does. Lucy speaks to someone at the home and begins a conversation to make arrangements for her mother.



Aftercare-By-Text™

Send Automated Caring Text Messages To Your Families After the Service is Over.

\$100
per month

(Unlimited families)

See us at Booth #1017 ICCFA Convention April 2-6

The Aftercare Card Program™

Automatically send cards on meaningful days in the first year.



\$20
per family

Call 1-800-721-7097 to get a **FREE** sample

www.aftercare.com

All in just a minute or two. All while still making breakfast.

Yes, that is how some people are getting things done right now. And that's just going to keep growing over the next couple of years. Voice control is becoming incredibly powerful in how people interact with their world.

You're probably used to this from the remote control for your television cable or satellite provider. Most remotes now have voice search. Just ask for "movies starring Julia Roberts" or "free action movies" or "Hawaii Five-O" and the computer in your cable/satellite box pulls it right up. It's just like that, except devices such as Google Home let you do much more.

So what does this mean to you? Well, you've known for years that to drive internet visitors to your business, your funeral home website must be optimized for search. That was what we can generally call "desktop optimization."

Over the past several years, mobile has overtaken desktop for search. Google now prioritizes the user's mobile experience over the desktop one. So we've worked with our clients to focus on mobile optimization.

And now there's voice. It can't be ignored. To take full advantage of the possibilities with voice search, your website needs to start adding voice optimization to the process.



 IUMST100	 IULSU101	 IULSU100
 IUOHIO101	 IUPUR100	 IUOHIO100
 IUIOWA101	 IUIOWA100	 IUIOST100

EMAIL US AT [SUPPORT@INFINITYURNS.COM](mailto:support@infinityurns.com) OR CALL 866.511.4443.

That doesn't mean it's time to forget all about desktop or mobile optimization. Desktop remains important. Mobile is even more important. But voice absolutely must be considered, because there's a rapidly growing trend of users searching by voice.

The 2018 holiday season had lots of smart speaker devices on sale to the public. Commercials saturated the airwaves showing people controlling all sorts of things by just speaking to a device.

Just think about it: The American consumer will always choose the most convenient way of doing something, as long as it's affordable. As smart speaker systems have dropped in price and gained in utility, more everyday Americans have opted in.

Amazon Echo devices let people immediately order products just by speaking to them, using the Alexa intelligent voice search feature.

Need something immediately? Just tell your Echo. If you have Amazon Prime Now delivery service where you live, the item you need will arrive at your front door within a couple of hours. Talk about convenient. And Apple, of course, is doing the same thing with its Siri voice search. Siri users can search just by talking to their Apple watches now.

Of course, death care is a completely different industry than retail. But that doesn't mean it's immune from technological advances such as voice search. This is the way business gets done now.

So should you optimize for the desktop, mobile, or voice experience? You really need to do all three. Many consumers have a "cross-device journey," beginning their research on one device and eventually completing it on another.

That's another reason you need to optimize for desktop, mobile, and voice. But as far as priorities, mobile remains number one for now. Keep in mind that:

- 80 percent of internet users own a smartphone
- By 2019, mobile advertising is expected to represent 72 percent of all U.S. digital ad spending
- 57% of users said they wouldn't recommend a business with a poorly designed mobile site

But don't let too much grass grow under your feet in getting ready for voice search. Being prepared now puts you in the catbird seat as voice search surges in popularity. **FBA**

Welton Hong is the founder and marketing director of Ring Ring Marketing (FuneralHomeProfits.com), which specializes in helping funeral homes convert leads from online directly to the phone line. Welton also is a speaker at funeral home conferences and the author of Making Your Phone Ring with Internet Marketing for Funeral Homes. Reach him by email at info@ringringmarketing.com or call toll-free at 888.383-2848.

CLAIR FERRIS

FUNERAL ALTERNATIVES OF WASHINGTON

"I CHOSE FPG
BECAUSE
THEY FIT MY
EMPLOYEES
FUTURE AS
WELL AS THEY
FIT MINE."



One of the most impressive attributes of Foundation Partners Group is that they actually did what they said they would. Since we were acquired by FPG, they've worked alongside my staff and me to make the transition fit for everyone. They've embraced our culture while adding training programs and better benefits.

I wanted our business to grow and the staff to enjoy a rewarding future. That's just what FPG has delivered. The creativity and resources they provide are second to none. This business has always been my baby. I'm glad to still be a part of it and am excited that its next caretakers are FPG and my loyal, long-time employees.

Foundation Partners Group
4901 Vineland Road
Suite 350
Orlando, FL 32811

Get in Touch
1-888-788-7526
LearnMore@FoundationPartners.com
www.FoundationPartners.com



FIVE SOCIAL MEDIA MARKETING MYTHS

6 HOW FUNERAL HOMES CAN COMBAT THEM

Social BY JOE WEIGEL

Many funeral homes employ social media as a component of their marketing plan. They utilize social media marketing for building funeral home awareness, sharing content and increasing engagement with families.

Obviously, there are multiple social media sites, and some have been in existence longer than most people realize. Many believe Facebook, introduced in 2004, was the first social media platform. However, LinkedIn is the true frontrunner as it was launched a year earlier. Twitter soon followed in 2006, with hashtags introduced in 2007. Pinterest started in 2008, but did not allow business accounts until 2012.

Some of the more recent social media platforms include Instagram (2010) and Snapchat (2011). These platforms, and others not mentioned here, serve distinctive functions in the marketing realm for funeral companies.

Social media marketing is still relatively new and constantly changing. This means it's easy to fall victim to many of the untruths surrounding how to conduct social media marketing. Here are five tips for steering clear of a few of the common ones.

Social Media Marketing Myths

1. Social media marketing is free. It's not a myth that starting a social media account is free. All the ones mentioned above are indeed free and available for anyone and any funeral home to use. However, some of the functions of these platforms only are available for a price. These social media channels all offer paid advertising to expose a funeral home's brand, business and content to a wider audience. Paid advertising via social media is different when compared to traditional media. In traditional media, there is a set price for a: 30 radio commercial or a half-page newspaper ad. Social media advertising involves paying for ad impressions, link clicks and conversions, also known as cost per click (CPC).

Moreover, there is a time investment involved with learning and managing social media marketing. This type of marketing involves:

- Regular posting on one or more platforms (sometimes multiple times, daily)
- Creating content, whether written, photos or videos, for the platforms
- Monitoring the platforms
- Interacting with families on the platforms
- Understanding the ever-changing nuances of the various social media platforms.

Some marketers use management tools, which typically are not free, to assist with creating, scheduling and posting social media updates. Investing in social media marketing means either paying an employee or an outside firm to handle all the daily, weekly and monthly components of social media marketing. With the time, money and resources needed, social media marketing is definitely not free.

Important Things to Think About

1. Possible Merger or Acquisitions

- Buy a funeral home
- Sell a FH
- Business Valuation

2. Financing Options

- Acquisition Loan
- Refinance

3. Accounting

- Better Accounting/Bookkeeping
- Payroll
- Tax Services

4. Customer Satisfaction Surveys

- Customer Surveys
- Sales Analysis

5. Software Solutions

- Case Management Software

6. Business Consulting Assistance

- Incentive Compensation Plan
- Strategic Planning
- Performance Analysis
- Succession Planning
- ~~Management Meetings~~
- Management Development
- Recruiting
- Employee Satisfaction Survey
- Seamless Service Survey
- Marketplace Price Comparison
- General Price List Analysis
- Workflow Analysis

- Financial Statement Analysis & Review
- Merchandise Planning
- Master Marketing Plan
- Market Share Tracking
- Feasibility Studies
- Online Training
- Webinar Training
- In-Person Training
- ~~Do it Your~~
- DIY Training
- Study Group Benchmarking

If you have a need for it,
we can do it.



A Total Solutions Company | 888.250.7747 • JohnsonConsulting.com
Funeral Home & Cemetery Consulting

Be sure to visit us at ICCFA Booth #819!

2. Social media marketing produces instant results. There is plenty of information on how to successfully perform social media marketing to achieve quick results. Yet, because of a company's uniqueness, what works for one funeral home may not work as rapidly for another (or may not work at all). For most business, including funeral homes and cemeteries, developing a social media presence and digital strategy is a long process. It's important to figure out your purpose for using social media marketing: is it to engage with families, deliver engaging content or build brand awareness? Once this is determined, long-term strategies then can be developed to build a social media presence based on this purpose.

3. Followers equal success. An easy trap to fall into is setting a goal of increasing followers as a measure of social media marketing effectiveness. Many celebrities and popular brands seem to accumulate huge numbers of followers in the blink of an eye. In fact, there are paid services available that will do it for you. But should you be focused on amassing thousands of followers? The simple answer is no. Just because the number of followers on your social media platforms is high, it doesn't mean that they all are seeing your posts. And, they may not be from your target market.

The most effective method for increasing your social media followers is to produce engaging content that encourages interaction, such as commenting on and sharing posts. Measuring social media engagement is a better metric than the number of followers.

4. Social media has replaced the need for traditional media. In a 24/7 social media world, it might surprise many to learn that traditional media is still alive and succeeding as a tool for getting the word out about your funeral home. Sure, the ways that many families consume information have changed, but traditional marketing should still be an important part of your business. Not sure? Consider this:

- The average person listens to a minimum of two hours of radio and still watches almost 5 hours of television per day.
- Over half of all newspapers are still print only, but most have digital editions, though some of the content can't be read unless you're a subscriber.
- And, more importantly, for those who use traditional marketing, 72% of people still trust the things they read in the paper or see/hear on television and radio.

While new media forms such as social media platforms, forums and others have their place in marketing, one must remember that traditional media has a much longer relationship with the consumer due to decades of communicating with the masses.

If you are still uncertain about the use of traditional media, consider these factors:

- Traditional media allows you to reach a mass audience at once in a very targeted fashion.
- Traditional media gives you third-party credibility – in print or online with reputable media outlets
- Content published on news sites can improve your Google ranking.

It's best to use both traditional and social media to promote your business to the fullest. The most important thing is to understand your target market and decide which outlets make the most sense for your families.

5. Funeral homes need to have a presence on all social media channels. One aspect of social media marketing is how often and when to post on the different platforms. One article might state that funeral homes need to tweet five times a day. Plus, they need to post on Instagram at least 10 times daily and at least three times a week on Facebook to be effective at social media marketing. Yet another article might stress that it's important to produce at least four Facebook videos monthly. In addition, schedule 3-10 pins daily on Pinterest and have at least one Snapchat story each day.

Does your funeral home have the time, resources and money (see myth #1) to be active on all channels? Instead of trying to corner the market on every social media platform, determine which platforms will generate the best results, are better suited to your type of business and are frequented by your families. Then focus your efforts on being successful only on these platforms.

From Fantasy to Reality

It's time to examine each of these social media marketing myths. First, social media marketing takes time, resources and money. Second, while there is no secret formula to get quick results, building a strategic presence will produce relevant results over time. Third, instead of striving to build a large number of followers, just focus on reaching your families. Fourth, social media marketing has not replaced traditional media marketing, but the two can work well together to deliver your marketing message to families. And finally, you don't have to be everywhere in social media. But on whatever platforms you are present, be consistent. By creating a social media marketing plan that is unique to your funeral home and tied in with a solid digital marketing strategy, you can avoid these social media marketing fallacies. **FBA**

Joe Weigel is the owner of Weigel Strategic Marketing, a communications firm focused on the funeral profession that delivers expertise and results across three interrelated marketing disciplines: strategy, branding and communications. You can visit his website at www.weigelstrategicmarketing.webs.com. He can be reached by phone at 317.608.8914 or by email at joseph.weigel@gmail.com.

Online and On Target

Associate of Applied Science Degree

Get your Career on Target! Earn your Associate of Applied Science degree entirely online at Dallas Institute of Funeral Service.

- Identical to the on-campus program, taught simultaneously
- Affordable & Convenient
- Approved in 49 states



dallasinstitute.edu



DALLAS
INSTITUTE
OF FUNERAL SERVICE
The Wilbert Group

Graduating Professionals of Distinction

Visit www.dallasinstitute.edu to apply online or learn more
214.388.5466

REDEFINING AFTER CARE: CLOSING ESTATES WITH FAMILIES

BY DENNIS BREIER

Google the term “Funeral After Care” and what do you find? Most likely, exactly what one would expect; articles and websites promoting grief counseling, sending cards, sending e-mails, using social media to promote after care services, so on and so forth. These types of activities make up the generally accepted definition of “after care.” However, none of these practices actually address the one, complex, and often times daunting issue families face immediately after services are complete, closing their deceased loved ones estate. The estate closing process is the most underserved segment of the funeral home industry and yet, easily the most common cause of post service stress for families. That, put simply, is an opportunity. This article will explain why families both need and want this service, how you can build a program easily in your funeral home, why it will be a generally accepted practice at most funeral homes in the future, and why it is the only service that actually matches the definition of “after care.”

Why You Must Incorporate an Estate Closing Service

When considering how one should build an aftercare program, it is apparent every funeral home provides some type of after care service. These services need to be provided in order to properly align your business with the competition. However, have you considered what the families you serve actually want? Certainly, some families may want grief resources or may want you to send them a card or e-mail. More likely however, they view these items as a nice gesture. The problem with nice gestures however, is they do not necessarily differentiate a business. Rather, a differentiator is a service families not only want, but also absolutely must complete in every case. The closing of a loved ones estate after death is an excellent example of this. The process involves extraordinary effort on the part of the named executors and beneficiaries. It requires organization, paperwork, phone calls, tax and legal knowledge, and most importantly, significant effort in the form of the individuals time. Providing a service that alleviates this burden on a family creates, in many cases, an unparalleled experience. The family will be so surprised and relieved these issues can be dealt with at the funeral home, they will jump at the chance to take advantage of it. Outside of the obvious reason for providing this service, which is the immediate benefit to the family, building this service within a funeral home can increase revenue, referrals, and pre-planning opportunities. A natural offshoot of this process is an intimate knowledge of the family you are working with. As such, you will build a much deeper relationship with families than you do now. Lastly, as families tell their friends and loved ones about their experience at your funeral home, they will naturally include this after care program when encouraging others to use your funeral home in their time of need.

Building the Program at Your Funeral Home

So, it's easy to talk about building this program, but much more difficult in practice. First, you must find the right partner to meet with families and close the estate. You may be thinking about an attorney or financial advisor. Certainly, it can be either of these professionals. However, we have found the best resource is an independent consultant with a financial planning background and advanced knowledge of estate planning. This type of individual will have no bias or conflicts of interest in terms of selling securities or other products and will be able to objectively guide families through the estate closing process. Furthermore, engaging an independent consultant in this endeavor eliminates any compliance issues that may arise with a legal or securities licensed individual. The problem becomes then, how does this person get paid? In most cases, a funeral home will not be willing to hire a new employee to run this service, and may find the costs associated with doing so unattainable. Therefore, the best way to build a program is to incorporate the cost into the base cost of services across the board. For example, if the base cost of a traditional funeral with a visitation and burial is \$5,500.00 the funeral home may increase its price to 5,800.00 and pay the independent consultant \$150.00 per family contacted to engage in the estate closing service. In this way, the independent consultant is paid fairly for their time while the funeral home sees an immediate increase in revenue, all while providing an extremely

Honor Has No Race or Gender



The image is a composite featuring four individuals: a woman in a blue t-shirt, a man in a U.S. Army uniform, a firefighter in full gear, and a police officer in uniform. In the foreground, there are several boxes with patriotic and emergency service themes, including one with the text "To Protect & Serve". The background is a blurred image of a city street.



1.888.55.doric doric-vaults.com

Since 1955

valuable service to families. Furthermore, by building the service into the price of already provided services, it can be offered to every family and be considered exclusive to funeral home providing it. By building an estate closing “after care” program in this way, your funeral home can immediately increase revenue, promote referrals, and advertise a service not provided by competitors.

Why Closing Estates is the Future in the Funeral Home Industry

To our knowledge, this service exists in very few funeral homes at present. While we can find some examples of programs that are somewhat similar to what is being discussed here, this type of service is still very much an outlier. This will not continue to be the case and we would argue that you must begin to incorporate this service before it is offered in most every funeral home. The oldest baby boomer is now 72 years old. As this demographic begins to age, many funerals will be arranged by a younger, more mobile generation, who may prefer non-traditional services or cremation and will be looking for value-added services that make them feel comfortable, but also validate their decision to use your particular business. The funeral industry is changing and in order to thrive in this environment, you must adapt and be open to change. Our research indicates that this change is almost always presented in the form of technology, social media, or non-traditional funeral services. While adapting to these trends is important, we disagree that technological or environmental trends are

the primary answer. Think of it this way, after services are complete, does a family go home and say, “man, everything was great, but I sure wish they had a better social media presence.” Or, “I was so pleased with the services, but their website doesn’t quite line-up on my iPhone.” Or, is it much more likely the family is saying, “those services were wonderful, now who do I have to start calling to take care of all these accounts?” Of course, it is always the latter. Begin to focus on what really matters to families, not what trends matter to the industry. While social media, green services, and technological advancements are fun to write about, they can’t increase your revenue or add value to your families nearly as fast or as effectively as an estate closing after care service.

The most common question we have been asked in providing this service to funeral homes is, “don’t most people have financial advisors, attorney’s, and CPA’s to take care of this?” The simple answer is, no. The more complex answer is, if they do, it does not mean they want to set up appointments with all three of them at different times, in different places, all the while incurring bills and added cost. Rather, they would prefer to sit down with an objective consultant at the funeral home for one hour at no added cost. In our experience in this market segment so far, about seventy-five percent of families who are offered the service over the phone seven days following the conclusion of services, will engage in the process. Furthermore, of the twenty-five percent who choose not to meet with the consultant, only eight percent get off the phone immediately, while the remaining families will talk to the consultant at length about their experience in closing the estate, issues with the services, or other outstanding items. We share this with you to explain that there is very little, if any, downside to this program. The majority of families will engage in the service, and if they do not, you have created a follow-up program that is unlike anything you have now. For example, do you call your families seven days after services and have a twenty minute conversation with them regarding how their estate closing is going? Probably not.

After Care that Really Matters

To conclude, the inclusion of an estate closing after care program should be a serious consideration for your funeral home. It can be profitable, manageable, meaningful, and most importantly, a much needed service for your families. If you are looking for ways to standout, increase referrals, and adapt to a changing industry, stop looking at your social media page, and start asking your families what really matters to them. We can assure you, the closing of the estate will come up every time. FBA

Dennis Breier is the president of Funeral Assist, a company that partners with Funeral Homes to help the families they service close estates. With 10 years of experience in financial planning, investment advisory, and banking roles, Dennis is extremely well positioned to handle the complex needs of clients seeking estate and asset protection. Throughout his career in financial services, Dennis has built strong relationships with bankers, attorneys, and CPAs that are key to helping families successfully close their loved ones’ estates.

Have you met the Emersons?

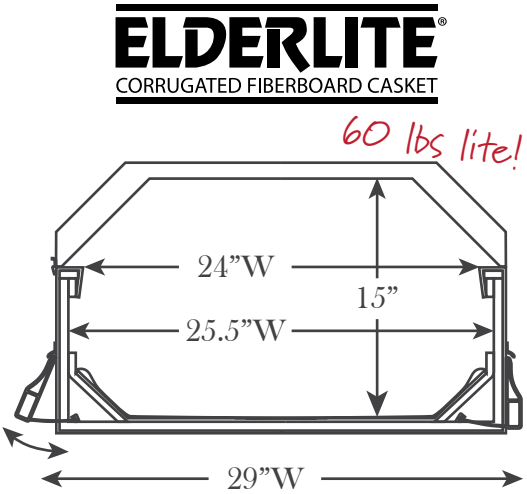


Emerson

ELDERLITE® Reliable Corrugated fiberboard construction with cloth covered exterior. Crematable swing bar handles Leak resistant liner Ivory Crepe Interior Perfect for Cremation or Burial

\$249 Delivered Mix & Match 4 Unit Minimum

Special - 8 Unit Delivered Price! \$229 for limited time only



STARMARK® cremation products



Call (888) 366-7335 to Order Visit www.starmarkcp.com for other products

Specific portions of Starmark products may be covered by one or more of the following US patents 10,098,801 9,872,809 9,649,241 9,649,240 9,597,248 9,539,161 9,427,369 9,248,069 9,089,467 9,050,234 8,959,732 8,607,423 8,595,908 8,418,329 8,375,535 8,104,151 7,213,311 7,204,003 7,249,402 7,249,403 7,234,211 7,263,751. Additional US Patents Pending FRA-STARMARK-MAR2019

Copyright © 2019 Starmark Cremation Products. All rights reserved. Pricing subject to change without notice.

Live Embalming Demo!

Embalming and Restorative Arts Seminar
May 16-17, 2019
Pittsburgh Institute of Mortuary Science
Pittsburgh, PA

Whether you're a novice embalmer or seasoned expert, you're sure to leave this engaging seminar with advanced skills, ideas and knowledge that can be applied as soon as you return to your funeral home!

nfda.org/embalmingseminar

NFDA NATIONAL FUNERAL DIRECTORS ASSOCIATION

A photograph of a man in a suit standing next to an open casket, with two women looking on. The casket is filled with white flowers.



FRAZER-POWERED WEBSITES

Websites that are both beautiful and functional.

Not only are our websites functional and beautifully designed, they have many innovative features, such as integrations with funeral software, revenue-generating Tribute Store for flower orders, Tribute Pay, social Tribute Walls, and much more! Plus, when we come up with new features, we add them to your Frazer-powered website at no additional cost to your funeral home.

**CONTACT US TO REQUEST A FREE
WEBSITE DEMONSTRATION!**



Funeral Industry CALENDAR OF EVENTS

MAR

NFDA MEET THE MENTORS
March 10, 2019
Emory Conference Center Hotel
Atlanta, GA
www.events.nfda.org

MIAMI FUNER
Mar 13-15, 2019
Miami Airport Convention Center
Miami, FL
www.miamifuner.com

A DUMMIES GUIDE TO BUYING AND SELLING
March 31-April 2, 2019
Charlotte, NC
www.funeralhomeconsulting.org

APR

ICCFA 2019 ANNUAL CONVENTION AND EXPO
April 2-6, 2019
Charlotte Convention Center and The Westin Charlotte
Charlotte, NC
www.iccfa.com

NFDA ADVOCACY SUMMIT
April 3, 2019
The Mayflower Hotel
Washington, D.C.
www.events.nfda.org

CERTIFICATE IN DEATH COMPANIONING FOR END OF LIFE PROFESSIONALS (CDC)
April 8-June 30, 2019
Mid-America College of Funeral Service
Online
www.mid-america.edu

CERTIFICATE IN THANATOLOGY FOR END OF LIFE PROFESSIONALS
April 8-June 30, 2019
Mid-America College of Funeral Service
Online
www.mid-america.edu

FUNERAL DIRECTOR CERTIFICATE
April 8-June 30, 2019
Mid-America College of Funeral Service
Online
www.mid-america.edu

NFDA PROFESSIONAL WOMEN'S CONFERENCE
April 12, 2019
Loews Annapolis Hotel
Annapolis, MD
www.events.nfda.org

CANA'S CREMATORY OPERATIONS CERTIFICATION PROGRAM
April 24, 2019
Meadowridge Memorial Park
Baltimore, MD
www.cremationassociation.org

MAY

CANA'S CREMATORY OPERATIONS CERTIFICATION PROGRAM
May 7, 2019
Batting Cages of Minnesota
Minneapolis, MN
www.cremationassociation.org

INDIANA FUNERAL DIRECTORS ANNUAL CONVENTION
May 7, 2019
Embassy Suites by Hilton Conference Center
Noblesville, TN
www.infda.org

NFE
Brought to you by the
National Association of Funeral Directors



@funeral_exhibit

www.nationalfuneralexhibition.co.uk



National Funeral Exhibition

Everything you need to grow, improve or start your business



Friday 7 -
Sunday 9 June
2019



Stoneleigh Park,
Warwickshire,
United Kingdom



"This has been our single most successful marketing activity in eight years. We have exhibited at many trade shows in the care sector but it was refreshing to enter the funeral sector, meet with such a great response and have such an enjoyable three days. We've got plenty of leads and now just need to convert them."

Paul Edwards
Owner, Signature Aromas Limited

Funeral Industry CALENDAR OF EVENTS

MAY
JUN
JUL
AUG
SEP
OCT
NOV

NFDA EMBALMING AND RESTORATIVE ART SEMINAR
May 16, 2019
Pittsburgh Institute of Mortuary Science
Pittsburgh, PA
www.nfda.org

CANA'S CREMATORY OPERATIONS CERTIFICATION PROGRAM
June 5, 2019
Washelli and Bothell Funeral Home
Seattle, WA
www.cremationassociation.org

CANA'S CREMATORY OPERATIONS CERTIFICATION PROGRAM
June 12, 2019
Centre funéraire Côte - des - Niegés
Niegés Montreal, Quebec
www.cremationassociation.org

NFDA LEADERSHIP CONFERENCE
July 13, 2019
Manchester Grand Hyatt
San Diego, CA
www.events.nfda.org

CANA'S 101ST ANNUAL CREMATION INNOVATION CONVENTION
July 31, 2019
Omni Louisville Hotel
Louisville, KY
www.cremationassociation.org

CANA'S CREMATORY OPERATIONS CERTIFICATION PROGRAM
July 31, 2019
Omni Louisville Hotel
Louisville, KY
www.cremationassociation.org

NFDA EMBALMING AND RESTORATIVE ART SEMINAR
August 15, 2019
John A. Gupton College
Nashville, TN
www.nfda.org

CANA'S CREMATORY OPERATIONS CERTIFICATION PROGRAM
September 6, 2019
Paradise Memorial Gardens
Scottsdale, AZ
www.cremationassociation.org

CANA'S CREMATORY OPERATIONS CERTIFICATION PROGRAM
October 9, 2019
Albany, NY
www.cremationassociation.org

CANA'S CREMATORY OPERATIONS CERTIFICATION PROGRAM
October 22, 2019
Atlanta, GA
www.cremationassociation.org

NFDA 2019 INTERNATIONAL CONVENTION AND EXPO
October 27-30, 2019
McCormick Place | Chicago, IL
www.nfda.org

CREMATORY OPERATIONS CERTIFICATION PROGRAM
November 13, 2019
National Museum of Funeral History
Houston, TX
www.cremationassociation.org



lendingUSA | funeral

We're the #1 provider of at-need funeral financing.
Discover how LendingUSA is redefining the way
families pay for funerals.



NFDA
NATIONAL
FUNERAL
DIRECTORS
ASSOCIATION
Endorsed Member Benefit

A real choice for families in need

Call 866-445-1208 | Visit lendingusa.com/funeralbusinessadvisor

All loans are made by Cross River Bank, a New Jersey State Chartered Bank, Member FDIC. Loan amounts range from \$1,000 to \$35,000. These marketing materials are only directed to prospective merchants and not intended for consumers. Loans are not available in Connecticut, New Hampshire, New York, Vermont, or West Virginia. Other terms and conditions may apply. LendingUSA | 15303 Ventura Blvd., Suite 850 | Sherman Oaks, CA 91403. Copyright © 2018, LendingUSA, LLC. All Rights Reserved.

NO REASON TO LOOK ANYWHERE
ELSE, WE HAVE IT ALL!

CONAWAY'S

SERVING THE FUNERAL
INDUSTRY FOR 42 YEARS

P.O. BOX 1132, UNIONTOWN, PA 15401
TOLL FREE 800.333.2533
TEL 724.439.8800 / FAX 724.439.6404



2018 CADILLAC PLATINUM COACH WITH
1,046 MILES.



2014 CADILLAC PLATINUM COACH WITH
23,000 MILES. SILVER EXTERIOR WITH
BLACK AND GRAY INTERIOR.



2015 MKT LINCOLN MK TOWN CAR WITH
4,610 MILES. BLACK TOP, SILVER BODY
WITH BLACK AND GRAY INTERIOR.



2011 CADILLAC S&S MEDALIST COACH
WITH 42,473 MILES.



2019 MERCEDES SPRINTER
BLACK EXTERIOR AND INTERIOR.



2007 CADILLAC S&S MASTERPIECE
WITH 33,433 MILES. SILK GREEN
EXTERIOR AND LT TAN INTERIOR.
ELECTRIC TABLE.

WORLDWIDE SUPPLIERS SINCE 1971

REASONABLE RATES

WE SHIP EVERYWHERE IN THE COUNTRY, AS WELL
AS OVERSEAS

LET US HELP YOU WITH YOUR LETTER OF CREDIT
AND FREIGHT FORWARDING NEEDS

WE HAVE THE FINEST
USED VEHICLES IN THE
COUNTRY!



2011 CADILLAC S&S MEDALIST COACH
WITH 28,635 MILES.
BLACK EXTERIOR AND BLUE INTERIOR



2011 CADILLAC S&S MEDALIST COACH
WITH 42,000 MILES.
BLACK EXTERIOR AND TITANIUM
INTERIOR.

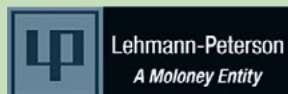


2011 CADILLAC S&S MEDALIST COACH
WITH 29,976 MILES
BLACK EXTERIOR AND TITANIUM
INTERIOR.



2011 CADILLAC S&S MASTERPIECE
COACH WITH 42,562 MILES. BLACK TOP,
SILVER BODY AND BLACK INTERIOR.

CALL FOR INFORMATION ON VEHICLES SHOWN OR FOR ADDITIONAL LIST OF LOW MILEAGE VEHICLES



800.333.2533



VISIT OUR WEBSITE AT WWW.CONAWAYSALES.COM



K2 Vehicles

Come see what everyone is talking about

Booth 1935
ICCFA Charlotte, NC

Platinum Coach



K2 CT Coach (Chevy Traverse)

Platinum XTS MasterCoach



✉ steve@k2vehicles.com 📍 3972 Bach Buxton Road Amelia, Ohio 45102 ☎ 513.304.4141

ICCFA EVERYDAY BENEFITS

Model contracts. Legal consultations. Sample forms. Discounts on multiple products and services such as performance surveys. ICCFA membership has its benefits. Reacquaint yourself with your association and see what benefits you can take advantage of by visiting www.iccfa.com.

iccfa.com

Membership That Matters.

THANK YOU FOR SUPPORTING OUR ADVERTISERS!

Aftercare.com 800.721.7097 aftercare.com	95	Life Celebration 888.887.3782 lifecelebrationinc.com	41
American Funeral Consultants 800.832.6232 teamafc.com	21	Lifelong Memories 888.454.3356 lifelongmemories.net	65
Assurance Funeral Funding 888.359.3040 assurancefuneralfunding.com	20	Live Oak Bank liveoakbank.com/financing	15
ASD – Answering Service for Directors 800.868.9950 myasd.com	24	Love Urns 888.910.7860 loveurns.com	9
Bass-Mollett 800.851.4046 bass-mollett.com	93	Madelyn Company 800.788.0887 madelynpendants.com	44
Bio-Response Solutions 317.386.3503 bioresponsesolutions.com	43	Matthews International matthewsaurora.com	13
Blue Skies Aviation Services 310.890.9015 blueskiesaviationservices.com	18	MediaBuk 385.630.4664 MediaBuk.com/NFDA2018	49
Bogati Urn Company 941.351.3382 bogatiurns.com	17	Memorial Reefs International 877.218.0747 memorialreefs.international	60-61
BSF 913.890.3966 4bsf.com	115	Memorial Service, LLC iColumbarium.online	21
C & J Financial 800.785.0003 cjf.com	47	Memory Glass 866.488.4554 memoryglass.com	39
Conaway Sales 800.333.2533 conawaysales.com	112	Messenger 800.827.5151 messengerstationery.com	48
Cooperative Funeral Fund 800.336.1102 cooperativefuneralfund.com	18	Mid-States Recycling 847.298.0010 cremationrecycling.com	83
Custom Air Trays 800.992.1925 customairtrays.com	91	Mortuary Lift 800.628.8809 mortuarylift.com	25
Doric Vaults doric-vaults.com	103	National Association of Funeral Directors nationalfuneralexhibition.co.uk	109
Eagle's Wings Air 866.550.1392 EWAcares.com	19	NFDA 800.228.6332 nfda.org	104
Express Funeral Funding 812.949.9011 expressfuneralfunding.com	67	NGL Insurance 800.548.2962 nglic.com	85
FDLIC 800.692.9515 funeraldirectorslife.com	IFC	Noble Metal Solutions 888.764.3105 noblemetalsolutions.com	11
First American Payment Systems 480.599.5293 first-american.net	35	One Source Prime 833.871.4677 onesourceprime.us	31
Foundation Partners Group 888.788.7526 foundationpartners.com	97	Passages International 888.480.6400 passagesinternational.com	33
Frazer Consultants 866.372.9372 frazerconsultants.com	4-5, 106-107	Passare 800.371.4485 passare.com	3
FSI Trust 800.749.1340 fsitrust.com	87	Pierce Colleges 812.288.8878 mid-america.edu	101
Funeral Data Manager 888.478.9775 funeraldatamanager.com/FBA	64	Platinum Funeral Coach 513.752.0734 platinumfuneralcoach.com	113
Funeral Home Gifts 800.233.0439 funeralhomegifts.com	37	Ready Capital 800.453.3548 readycapital.com	53
FuneralScreen 800.270.1237 funeralscreen.com	54	Ring Ring Marketing 888.383.2848 atneedsprofits.com	44
Galaxy Audio 800.369.7768 galaxyaudio.com	45	Security National Life preneedsuccess.com	88
ICCFA 800.645.7700 iccfaconvention.com	14, 113	Sich Caskets 888.794.1744 sichcasket.com	81
Infinity Urns 866.511.4443 infinityurns.com	96	SRS Computing 800.797.4861 srscomputing.com	89
Inman Shipping Worldwide 800.321.0566 shipinman.com	45	Starmark 888.366.7335 starmarkcp.com	105
Inman Travel Plan 888.889.8508 shipinman.com	39	Thacker Casket 800.637.8891 thackercaskets.com	56-57
Johnson Consulting 888.250.7747 johnsonconsulting.com	99	Trigard 800.637.1992 trigard.com	79
Junkin Safety 888.458.6546 junkinsafety.com	83	Thumbies thumbies.com	27
Kanga-Woo 800.645.8966 kanga-woo.com	54	Tukios tukios.com/infinite	BC
L&G Funeral Supplies 800.497.7310 landgsupplies.com	25	United Midwest Savings Bank 877.751.4622 umwsb.com	23
Lamcraft 800.821.1333 lamcraft.com	27	Vantage Point Preneed 888.285.4599 vantagepointpreneed.com	26
Lending USA 800.994.6177 lendingusa.com	FC, 50-51, 111	Wilbert Funeral Services wilbert.com	55

SMALL BUSINESS LOANS

Funeral Home Lending Specialist Serving the Industry Since 2004



Matt Manske
Managing Member
(P) 913.890.3966
(F) 866.665.2768
(E) matt@4bsf.com



Call today to have your loan reviewed by one of the most experienced funeral home bankers currently serving the industry.

We have an efficient process to get your loan submitted, approved and closed so you can get back to taking care of the families you serve.



**TAKE THAT FLATBED
SCANNER OUT BACK...**

**... AND MAKE IT LOOK
LIKE AN ACCIDENT.**

NO MORE SCANNING

Let the family upload their photos



Any time. Any device.

tukios

Automated Tribute Video Software

www.tukios.com

FREE TRIAL
15 DAYS
WITH CODE
FBA319