

The 2010 Mid-Atlantic States
Cemetery & Funeral Conference

**What Can I Do? Find out in AC!
The Death Care Industry Is
Experiencing Rapid Changes.**

November 9-10, 2010
(Tuesday and Wednesday)

At the

Borgata Hotel, Casino and Spa
1 Borgata Way
Atlantic City, New Jersey 08401

Sponsored by:

*Delaware First State Cemetery Association
Maryland Free State Cemetery & Funeral Association
New Jersey Cemetery Association
Pennsylvania Cemetery, Cremation & Funeral Association
Virginia Cemetery Association*

GENERAL INFORMATION

DATE: Tuesday, November 9, 2010
Wednesday, November 10, 2010

LOCATION: Borgata Hotel, Casino and Spa
1 Borgata Way
Atlantic City, New Jersey 08401
www.theborgata.com

For Reservations
Phone: 1-866-692-6742--- (1-866-MYBORGATA)

HOTEL RATES: \$90.00 (per night plus tax)

Check-in time is 4:00 PM, Monday through Saturday, 5:00 PM on Sunday.
Check-out time is 11:00 AM.

The hotel will do its best to accommodate early check-ins as rooms become available. Baggage storage can be arranged before check-in or after check-out.

Reservations to obtain the special room rate must be made by October 9, 2010. Please identify yourself as making reservations for the Mid-Atlantic States Cemetery & Funeral Conference to obtain the special room rates.

REGISTRATION INCLUDES:

Tuesday Evening: Reception with our Suppliers
Wednesday: Continental Breakfast with our Suppliers
Wednesday: Lunch with our Suppliers
Wednesday: Reception with our Suppliers
ADMISSION TO SUPPLIER'S EXHIBITS

The dress for the Conference is business casual.

You can call your state association or Bob Stewart (Pennsylvania Cemetery, Cremation & Funeral Association) at 717-236-9970, if you have any questions.

2010 FALL CONFERENCE REGISTRATION

BUSINESS NAME _____
(PLEASE TYPE OR PRINT ALL INFORMATION)

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____

ATTENDEES _____

OTHER ATTENDEES _____

_____ \$295.00 EARLY REGISTRATION FEE (TO OCTOBER 30, 2010)

_____ \$345.00 REGISTRATION FEE (AFTER OCTOBER 30, 2010)

_____ \$245.00 REGISTRATION FEE FOR ADDITIONAL ATTENDEES

_____ \$195.00 REGISTRATION FOR A "FIRST TIMER" TO "MASCFC"

_____ TOTAL

PLEASE MAKE CHECK PAYABLE TO THE: "MASCFC"

Send Payment to:

MID-ATLANTIC STATES CEMETERY & FUNERAL CONFERENCE
100 SOUTH 21st STREET
HARRISBURG, PA 17104

You can pay for your exhibit space by credit card:

VISA: _____ MasterCard: _____ American Express: _____

NAME ON CREDIT CARD _____

CREDIT CARD NUMBER _____

BILLING STREET ADDRESS NUMBER FOR THE CREDIT CARD _____

BILLING ZIP CODE _____ EXPIRATION DATE _____

You can fax your registration to 717-238-2799.

CONFERENCE SEMINAR SCHEDULE AND EXHIBIT HOURS

TUESDAY, NOVEMBER 9, 2010

6:00 PM to 8:00 PM-----Reception with Suppliers
Dinner on your own

WEDNESDAY, NOVEMBER 10, 2010

7:15 AM to 8:45 AM-----Continental Breakfast with Suppliers

8:45 AM to 8:50 AM -----Welcome, Frank Grabowski, Chairman

8:50 AM to 9:15 AM----- Bob Fells, External, ICCFA

9:15 AM to 10:15 AM-----Maureen O'Brien, Keynote Speaker

10:15 AM to 10:30 AM-----Coffee Break with Suppliers

10:30 AM to 11:15 AM-----Colleen Ellis

11:15 AM to Noon-----John Rasiej

Noon to 1:30 PM-----Supplier Introductions & Lunch with Suppliers

1:30 PM to 2:30 PM-----Steve Schaal

2:30 PM to 3:00 PM-----Nevin Mann

3:00 PM to 3:30 PM-----April Maietta

3:30 PM to 3:45 PM----- Coffee Break with Suppliers

3:45 PM to 4:15 PM-----Poul Lemasters, F.D., Esq.

4:15 PM to 4:45 PM-----Mike Pepperman, Esq.

4:45 PM to 5:30 PM---Veterans Day Tribute with Abraham Lincoln "Veterans Day Address"

5:30 PM to 7:30 PM-----Cocktail Reception with Suppliers

SOME COMMENTS FROM OUR LAST CONFERENCE SURVEY

"Best learning experience I could ever have--as everyone shares, everyone learns"

*Great meetings, well attended, much info gained *Overall, very informative

*Having our meals surrounded by our suppliers was an excellent touch

*Well-planned meeting *Do it again soon *Wonderful experience - Great to share

*Great resources accessed by multi-state meeting not available to smaller associations.

Our Speakers

Colleen Ellis, Two Hearts Pet Loss Center

“Servicing the Pet Death Care Market – How It Benefits Your Entire Operation.”

“With 62% of people owning pets, the opportunity to service this market with their death care needs is fascinating! The pet industry, second only to the technology industry in spending, is an industry that has largely been ignored in their death care options, up until now. In correctly servicing pet parents and this segment of the population with memorial options, funeral homes nationwide are enjoying the benefits of having another marketing opportunity for their community. With this presentation you will learn how to creatively look at a pet death care program, the benefits of servicing this segment of the population and what a program like this will mean in revenues to your total operation.”

Robert M. Fells, ICCFA, External Chief Operating Officer and General Counsel

After the Elections: Now What? Bob Fells reviews how the national elections for Congress will affect your business and whether we will be seeing renewed efforts to extend federal regulations to funeral homes, cemeteries, crematories or related businesses. Bring your questions!

Poul Lemasters, Funeral Director and Attorney,

“Cemetery Lawsuits – 3 Common Problems”

Cemeteries have enjoyed the spotlight recently for some not so great stories. Names like Robert Nelms, Clayton Smart, and Burr Oak, and Arlington National are streaming over the internet and the news. As a result many cemeteries are feeling pressure from regulators and consumers. But what is going on with the cemetery next door? Are there some common lawsuits or problems affecting all cemeteries? This seminar will touch on 3 common issues affecting cemeteries today and some ideas to help prevent them.

Poul’s professional career covers both funeral service and law. He has worked in the funeral industry for over 15 years as a licensed funeral director/embalmer, managing both small and large funeral homes and working with both independent and corporate owned funeral homes.

As an attorney, Poul has practiced in the area of civil defense work and also served as corporate counsel for Alderwoods. As its corporate counsel, he advised on funeral home, cemetery, crematory, and insurance issues.

Poul now operates a consulting business, Lemasters Consulting, specifically for the funeral industry. He assists in areas of legal, compliance, regulatory, and business solutions, including: next of kin disputes, cremation authorization issues, State & Federal Compliances, and preparing and reviewing regulatory forms - just to name few.

Abraham Lincoln, “Veterans Day Address”

April Maietta, SRS Computing, “Technologies Top Ten List”

April Maietta consults with funeral home/cemetery/crematory owners on utilizing technology to streamline their business. Visitors flow through your facilities daily and in most cases, rarely interact with you, your directors or staff giving you limited opportunity to make a ‘touch’ with them. Through the use of technology, I will introduce creative marketing strategies to capture those opportunities and implement innovative aftercare tracking. The results they can expect to see: saving time and increasing their bottom line.

Nevin Mann, Chairman of Johnson-Woodford Company

Fire, Ready, Aim—How many sales pay plans seem to be designed!

Effective sales pay plans are an integral part of the overall sales and marketing strategy. Many plans within our profession have not kept pace with changing success factors in today’s selling environment. You’ll learn from examples how to:

- avoid pitfalls and include success factors in pay plan design
- avoid unexpected surprises
- make performance visible
- pay for both effort and results
- strike a balance between salary and commission incentive pay
- monitor results and fine-tune the plan

Nevin Mann is founder and chairman of Johnson-Woodford Company, a consulting firm with expertise in funeral and cemetery management, based in Glenside, PA. He is a former President and Chief Executive Officer of West Laurel Hill Cemetery Companies in Bala Cynwyd, PA, where he managed a turnaround and developed extraordinary growth and expansion over an eight-year period by designing, developing, and implementing more than 30 programs to improve customer service and product quality, sales, marketing communications, Internet and community presence.

Maureen O’Brien, CEO and Founder of O’Brien & Son, Inc.

Think your most critical role is that of a #1 salesperson?

If not, think again...

Everyone is in sales. **Everyone!**

Forget what it says on your card; YOU ARE IN SALES! Nothing starts “til a sale is made.” You can have the greatest facility, greatest marketing pieces, greatest looking staff, but if you can’t sell, game’s over!

Each of us has to sell something whether it’s an idea, a concept, a service, or a product... and the # 1 thing you sell—**IS YOU!** Whether you own your own business or work for one, this session will help you sharpen your sale-ability and give you practical strategies for moving forward.

Maureen O'Brien has been a professional sales person since birth! For the last 30 years, she has sold building products both to contractors and in the home. She is DEFINITELY one gal who knows how to "get her big girl pants!"

In this session you will:

- Learn how to create a M A P for effective relationship building
- Learn to discover your I.D. for meeting sales goals
- Recognize that you are in the RELATIONSHIP BUSINESS FIRST!

Time to get your big girl pants...

Michael S. Pepperman, Esq., is a partner in the Labor Relations and Employment Law Department of the law firm of Obermayer Rebmann Maxwell & Hippel LLP (ORM&H). Mike's practice is restricted exclusively to the representation of management in every phase of labor relations. He received his Bachelor of Arts from the University of Delaware and is a graduate of Brooklyn Law School where he was awarded his Juris Doctorate. Michael is admitted to practice in Pennsylvania, New Jersey, New York and Georgia. He is a member of the Eastern and Southern Districts of New York and the District of New Jersey. Pepperman is co-author of "Securities Industry Leads the Way in Arbitrating Employment Disputes," *New Jersey Law Journal*, August 12, 1996, (145 NJLJ 648) and "Violence in the Workplace," *Philadelphia Enterpriser*, September/October, 1998. He has also authored several articles for the *ICCF A Magazine* on topics such as termination of employees, workplace privacy, arbitration of employment claims and violence in the workplace.

John Rasiej, "Speak Louder Than Words"

John Rasiej is a communication coach and public speaking specialist who has worked with clients around the U.S. from New York to California, and Europe as well. He founded "Speak Louder Than Words" to help people overcome communication challenges ranging from feeling disconnected from listeners to fear of public speaking.

John will be presenting five steps anyone can take to better connect their intended message with other people, even in delicate, unpleasant or difficult situations. For more information visit our website www.speaklouderthanwords.com.

Steve Schaal, President, North American Region, Matthews Cremation Division "The Evolution of Green(er) Cremation"

As cremation continues to expand at steady and predictable pace, its impact on the environment is being revisited worldwide. Cremation in North America has long been considered environmentally friendly but is there more we should consider in mandated regulations and voluntary actions? This presentation will study the evolution of environmental practices pertaining to cremation and offer ideas to improve emissions destruction, emissions capture and lastly, emissions prevention through an exciting new "flameless" process called Bio Cremation. Together, we'll review the Bio Cremation

cycle, its effect on the environment and how this has become commercially adopted within the death care industry. We'll listen to video taken during a recent Independent study on the subject and outline an exciting alternative for marketing enhanced "cremation green" services that resonate with today's cremation consumer.

The Evolution of Green(er) Cremation Agenda

- I. Historical View of Cremation Technology
 - From Destruction to Capture to Prevention
- II. Alkali Hydrolysis – Understanding the Process
 - The Cremation Cycle
 - Sterile By-Product
- III. History of Human Application w/Alkali Hydrolysis
 - The Statute and Law process
- IV. No "Pink Ribbon" Transition
 - Burial v Traditional Flame v Bio Cremation™
- V. The Consumer Speaks – Independent Research Study
 - Hear the Consumer's reaction to this Environmental Alternative
 - Discovering the Key Educational Elements
- VI. Bio Cremation – Video Tutorial
- VII. Studying the Environmental Impact – Recognize the Difference
- VIII. Conceptual Layout, Logistics & Equipment design
- IX. The Investment and Financial Impact with Services.
- X. Questions & Answers