

## 2014 ANNUAL CONVENTION & EXPOSITION • APRIL 8-11 • LAS VEGAS, NV

# Breakout topics include green, pet, preneed sales

The list of the more than 35 breakout sessions is being finalized now for the ICCFA All-Star Annual Convention, April 8-11, 2014, at **Mandalay Bay Resort & Casino in Las Vegas, Nevada**. Educational sessions are scheduled for the afternoon of Thursday, April 10, and all day on Friday, April 11. Among the sessions built around delivering information to grow your business and continuing your professional development are:

### “RIP—Relocation in Pieces,”

Melody Carvajal and Susan Grzybowski, **McKissack & McKissack Midwest Inc., Chicago, Illinois**:

The relocation of a cemetery evokes varied emotions and is typically immersed in controversy. Unfortunately, cemetery relocation is occurring more and more frequently as cemeteries in the United States may be relocated if the land is required for transportation structures, public buildings or even private development. So how does one take the unpleasant situation and turn it into a celebration of life and heritage?

Carvajal and Grzybowski will discuss the “puzzle” pieces of a cemetery relocation and illustrate the importance of strategically and carefully interlocking the pieces to reveal the overall image. You will be presented with thought-provoking topics and witness how the puzzle pieces are fit together with respect, compassion and dedication in a humanistic tribute to what a cemetery relocation should entail.

“**Breaking Through the Glass Ceiling: Women in Leadership,**” a panel led by Jennifer Frew, CCE, **Green Hills Memorial Park, Ranchos Palos Verdes, California**: Hear from Frew and panelists about each woman’s journey to where she is today, how she achieved her success, her professional role models and motivators, and what she would consider her recipe for success. Panelists include:

- Christine Hunsaker, senior vice president of cremation



Carvajal Grzybowski



Frew

- services, Stewart Enterprises
- Caressa Hughes, managing director of governmental affairs, Service Corporation International
- Nicole Wiedeman, director of internal sales support, Forethought Financial Group
- Eleanor Davis Starks, CFSP, CCA, 100 Black Women of Funeral Service Inc.

### “I’m Excited to Die: Green Burial and the Preneed Conversation,”

Brian Flowers, **Moles Fawcett Tributes, Ferndale, Washington**:

No one likes facing his or her mortality. This bare fact is perhaps the largest obstacle to engaging people in discussion about their final wishes. As a funeral director and cemeterian, Brian Flowers has helped hundreds of families with traditional funerals, cremations and green burials, both at-need and preneed. Time and again, after finishing prearrangements for a green burial, Flowers has heard people express excitement about the choices they have made. In this presentation, he will define green burial and its technical aspects while exploring why people get excited about facing their mortality with this option.



Flowers

### “Honoring Fallen K9 Heroes: Your Role in This Important Task,”

Sergeant Tony Knox, **Indiana State Police, Auburn, Indiana**:

Seeing the need for a more formalized process for K9s killed in the line of duty, Sgt. Tony Knox and PLPA Co-chair Coleen Ellis, CPLP, have created formal protocols for K9 memorial services throughout Indiana which have since been released to other departments nationwide. Knox will explain the importance of these memorial services for those touched by the K9 officers and for the department in fundraising for another dog, as well as the full impact of the loss of a dog to a department.



Knox

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## Members may save on prescription drugs, coffee/beverage services

Save hundreds by taking advantage of two new discount programs available to ICCFA members.

Save up to 85 percent on your prescription medications today by using the **Scripts4Less** card. Benefits are immediate—the cards are pre-activated, and good at over 60,000 pharmacies nationwide, including Walgreens, CVS, Costco, Target, Walmart and thousands of more locations. There are no claim forms to fill out, just take the card to the pharmacy when you pick up your refill or new prescription. Simply print out the card directly from the ICCFA website and keep it in your wallet. The card can be used by everyone in your family. Feel free to print out extra cards for



family, friends and neighbors. This program has saved roughly 18 million people more than \$1 billion dollars in prescription costs, whether brand name or generic.

Download the prescription discount card at [www.iccfa.com/member-benefit-discount-programs](http://www.iccfa.com/member-benefit-discount-programs) (members must be logged in to access this webpage).

**Better World Brands** offers ICCFA members discounts on coffee makers (including the popular Keurig machines), K-Cup refills, drinkware such as coffee mugs and travel mugs (your logo may be etched into them) and assorted treats. Sales and specials are ongoing throughout the year. They are perfect for workplace kitchens, as incentive awards for employees or giveaways to customers. Visit [www.betterworldbrands.com/associations](http://www.betterworldbrands.com/associations) and click on ICCFA.



## Purchase your 2014 music license now for a low, low price

Funeral home music licenses are now available for 2014. The ICCFA is offering 2014 music licensing with ASCAP, BMI and SESAC for only \$258 per property, with no additional fees or membership requirements, thus making it **the lowest price available in the industry.**

Any United States funeral home, cemetery, crematory or related business is eligible to join the ICCFA as a music license member.

Please note that this \$258 price will **increase to \$270 after January 31, 2014.** Order your license now and bring your funeral home into full compliance for 2014.

The music license rate is a direct pass-through of the

|  | CANA                    | NFDA  | ICCFA        |
|--|-------------------------|-------|--------------|
| <b>Music License Price</b>   | \$235<br>(through NFDA) | \$235 | <b>\$258</b> |
| <b>Membership Price</b><br>(if required to purchase a music license) | \$470                   | \$360 | <b>\$0</b>   |
| <b>Total</b>   | \$705                   | \$595 | <b>\$258</b> |

combined annual fees from ASCAP, BMI and SESAC. Licensing directly with the agencies this year would cost more than \$600 per location.

Music licensing is the law, and failure to obtain a license where one is required can be costly: Copyright law provides for damages similar to fines of up to \$30,000 for each song

that is infringed. If your company, regardless of size, hosts performances of copyrighted music—whether the music is performed live or played from recordings—music copyright owners say that you are legally required to pay an annual licensing fee.

For more information or to purchase your music license, visit [www.iccfa.com/music](http://www.iccfa.com/music) or call 1.800.645.7700.

### KIP Awards deadline extended by two weeks

The application deadline for ICCFA's 2013 Keeping It Personal (KIP) Awards has been extended to **Friday, December 13.**

The mission of the awards program is to recognize the best in personalization in the cemetery, cremation and funeral service profession.

Applications and profiles of past winners are available at [www.iccfa.com/kip](http://www.iccfa.com/kip).



## Two new OSHA modules available for purchase from ICCFA store

Two new OSHA training modules have been added to the ICCFA's online store: **"Hazard Communication and the Global Harmonization System"** and **"Complete GHS Hazard Communication OSHA Compliance Program for the Cemetery, Cremation and Funeral Industry."**



Any business that uses even a single hazardous chemical must have a hazard communication program; this includes virtually every cemetery, funeral home and crematory. In 2012, OSHA revised its Hazard Communication Standard to conform to the Globally Harmonized System of classification and labeling of chemicals (GHS). GHS is an internationally agreed upon system that will replace

the various classification and labeling standards used in different countries. The deadline for training employees on new labels and safety data sheet format is December 1, 2013. Until the full compliance deadline of June 1, 2016, elements of both the old and new systems may be used and employees should understand both.

"Hazard Communication and the Global Harmonization System" is a four-disk set that includes:

- Basic hazard communication training DVD (26 minutes)
- Global Harmonization System training DVD (13 minutes)

- GHS Labels and Safety Data Sheets training DVD (13 minutes)
- Important documents to help you with compliance. It also includes an 800 number with free support for transitioning to this new standard.



Targeted at managers, "Complete GHS Hazard Communication OSHA Compliance Program for the Cemetery, Cremation and Funeral Industry" provides a step-by-step process for business owners to develop their new "right-to-know" hazard communication program and to facilitate the required training of employees. This product includes:

- Detailed employer instruction manual to aid in developing a fully compliant program, including important compliance deadlines
- Free support for transitioning to this new standard through our 800 number
- Various important documents to help you with compliance, including a model plan for your written hazard communication program, employee handbooks and more
- The "Get the Point" employee training program

Each module costs \$175 for ICCFA members and \$190 for non-members. Visit [www.iccfa.com/catalog/osha-training](http://www.iccfa.com/catalog/osha-training) to learn more and purchase these modules today.

## PLPA Co-chair responds to cremation tragedy in Tulsa

Following the tragedy that occurred at Pets at Peace crematory in Tulsa, Oklahoma, the Pet Loss Professionals Alliance (PLPA) Co-chair Coleen Ellis penned a letter to two reporters in Tulsa who have been covering the story.

Pets at Peace has been found responsible for the burning of more than 40 animals on a rural gravel road in Okmulgee County. The pets were all supposed to be given proper cremations. At this time, the case has been turned over to the Okmulgee County District Attorney's Office.

"The PLPA is an organization that is striving to increase the standards of business practices within the pet death care profession in an effort to prevent situations like this from occurring," Ellis wrote



Ellis

to reporters. "One way the PLPA is doing this is by increasing the awareness of the business practices within our profession. The PLPA released standardized model definitions and ethical organizational practices two years ago. The PLPA continues to make progress in this area, making sure that pet death care providers are aware of best practices. Through education and awareness, the PLPA has a mission of making sure pet parents and their beloved pets are represented by caring and ethical pet death care providers and are not victims of these horrific practices."

The full text of Ellis' letter has been posted in the PLPA group on Facebook, and may be seen in the blogroll at [www.iccfa.com/cafe](http://www.iccfa.com/cafe). □

## New vet school student/faculty membership: \$39

The PLPA is committed to being an educational resource for everyone involved in end-of-life care for beloved pets, and its membership is dedicated to the respectful and dignified treatment of those pets entrusted to them.

In keeping with these values, the PLPA is proud to offer a **brand new veterinary school student/faculty membership** to all those who are currently enrolled in, or teaching at, veterinary or veterinary technician schools. This newest membership level costs only \$39 per year and includes:

- A resource binder full of information about end-of-life arrangements for pets, **providing an invaluable wealth of information.** Veterinary professionals will be able to provide families with a plethora of final arrangement options as they start their careers. You may copy the contents as needed to



hand out to client families, look to it when you have questions about pet loss terminology or flip through it to learn about the many memorialization options available to pet owners. And you will

continue to receive updated information for the binder as long as you remain a member.

- PLPA "Unleashed" e-newsletter and other communications
- A copy of the pet loss (December) issue of ICCFA Magazine
- Member privileges on the ICCFA/PLPA website
- Member pricing for all PLPA events and webinars
- PLPA membership directory

Those interested can learn more and join online at [www.iccfa.com/catalog/membership](http://www.iccfa.com/catalog/membership). □

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### "Building a Preneed Program That Supports Your Business Model," Bill Williams, Funeral Services Inc., Tallahassee, Florida:

How can you build or perfect your preneed program? Bill Williams will discuss how to select a model that supports your business. He will break down the complex preneed funding process into easily digestible information highlighting methods and tools that will help you position your preneed program to help you grow your business. Learn best practice guidelines for ensuring transparency,



Williams

proper recordkeeping and regulatory compliance.

**"Jewish Funeral Traditions on Film,"** Gail Rubin, A Good Goodbye, Albuquerque, New Mexico: Jewish traditions regarding death and dying, the funeral, the treatment of the body, burial, mourning and annual remembrances are very different from Christian practices. Gail Rubin will use film clips to illustrate information that can enhance your ability to describe these traditions to both Jewish and interfaith families.



Rubin

A complete program will be posted by early December at [www.iccfaconvention.com](http://www.iccfaconvention.com). □

## Pet loss pros earn their CPLP designations

The Certified Pet Loss Professional (CPLP) certification program is designed to recognize leaders and those who have mastered a high degree of knowledge in the pet loss services profession.

The following members were recently approved to receive their CPLP designations:

- Cherie Fry, Paws to Angels, Omaha, Nebraska
- Raeleen Neary, M&R Animal Cremation, Red Bud, Illinois
- Kari Remkus, Hinsdale Animal Cemetery & Crematory, Willowbrook, Illinois
- Nancy Remkus, Hinsdale Animal Cemetery & Crematory, Willowbrook, Illinois
- Dmitri Zaslausky, Family Pet Memorial Inc., Colbert, Washington

These individuals may begin using the acronym after their name immediately and will be awarded a certificate and pin commemorating their achievement during the ICCFA Annual Meeting at the Annual Convention & Expo, April 8-11, at the Mandalay Bay in Las Vegas, Nevada. □