

Reaching New Heights in Customer Service

CFDA-CAC Combined Convention
August 29-31, 2007

Radisson Hotel & Conference Center
1900 Ken Pratt Boulevard
Longmont, Colorado 80501

Presented by the
Colorado Funeral Directors Association
& the Colorado Association of Cemeteries



Convention Schedule

Wednesday, August 29, 2007

11:00 a.m. to 5:00 p.m.

Golf Outing at Ute Creek Golf Course

Ute Creek is one of only six Robert Trent Jones II courses in Colorado and the only one on the northern Front Range. Join your colleagues for lunch and an afternoon of fun on this 18-hole championship course. Golfers must be registered by August 10 to ensure participation.

Lunch sponsored by the Colorado Association of Cemeteries

2:00 to 6:00 p.m. Registration Desk

6:00 to 7:30 p.m.

Welcome Reception

Get reacquainted with your friends and colleagues at this informal social.

Sponsored by Donor Alliance

9:00 to 10:00 p.m.

Presidents' Hospitality Suite

Thursday, August 30, 2007

7:00 a.m. to 4:00 p.m.

Registration Desk

7:30 a.m. to 7:30 p.m.

Exhibit Hall Open

7:30 to 8:30 a.m.

Continental Breakfast in Exhibit Hall

Sponsored by Aurora Casket Co., Inc.

7:30 to 8:30 a.m.

Prayer Breakfast (optional ticket)

Guest Speaker: Monsignor Tom Fryar, Vicar General, Archdiocese of Denver

Sponsored by Fairmount Cemetery, Mount Olivet Cemetery and St. Simeon Cemetery

8:45 to 10:15 a.m.

Our Calling...It's Real!

—Paul Elvig, President, ICCFA; Evergreen-Washelli Memorial Park, Seattle, Wash.

Is there such a thing as a "calling" in our industry? To some, the answer is obvious. Whether we are talking about the records we create and care for, helping individuals and families who are experiencing life's greatest loss, our cheerful compliance with state and federal regulations, or simply how we respond to the news media during inquiry, these are all components of our "calling." Understanding this is just as important as passing on our "calling" to the next generations of death care providers.

10:15 to 11:00 a.m.

Refreshment Break in Exhibit Hall

Sponsored by Polyguard & Co.

11:00 a.m. to 12:30 p.m.

National Updates from ICCFA & NFDA

This session will provide an update on current issues from a national perspective,

presented by Paul Elvig, President, ICCFA; and Randall L. Earl, CFSP, Board Member, NFDA; Brintlinger and Earl Funeral Homes, Decatur, Ill.

12:30 to 1:30 p.m.

Lunch served in Exhibit Hall

1:30 to 3:00 p.m.

Concurrent Sessions

Making Connections, Building Trust

—JoAnn Baldwin, CFSP, Manager of Professional Development, Aurora Casket Company, Inc., Cincinnati, Ohio

Establishing trust and credibility is a key component in any relationship. For the funeral director, these components are crucial to engage open communication with a family and ultimately a meaningful and personal funeral experience. In this session, participants will learn to quickly achieve a comfort level for both the arranger and family being served; reduce tension and elevate trust; gather information using a variety of techniques; develop personalization that is not dependent on the selection of personalized products; relate the benefits of the funeral to each family's varying needs and concerns, and increase family satisfaction with the arrangement conference.

Landscaping for Cemeteries and Memorial Gardens

—Scott Skogerboe, Propagator, Fort Collins Wholesale Nursery, Inc., Fort Collins

Come learn about our native and xeric plants which, if well selected, can provide beautiful ornamentation in memorial gardens. Many of these plants provide not only outstanding flowers and fall color, but are relatively low maintenance.

3:00 to 3:30 p.m.

Refreshment Break in Exhibit Hall

Sponsored by Si Funeral Services, Colorado Wilbert

3:30 to 4:30 p.m.

Concurrent Sessions

Customization: Unlimited Choices for Families

—Terry School, President & Founder, The Davis-Whitehall Company, Colorado Springs

The customization of hardwood cremation urns allows families to create a one-of-a-kind memorial to their loved one using photos, drawings, sketches and other personal images. Discover how you can offer unique customization options to better serve your families.

What's New in the World of Turf Maintenance

—Dave Crowley, Helena Chemical Company, Fort Morgan

5:00 to 7:30 p.m.

Fundraising Live Auction & Reception

Sponsored by Newmark of Colorado

Friday, August 31, 2007

7:00 a.m. to 3:30 p.m.

Registration Desk

7:00 to 8:00 a.m.

Breakfast

Sponsored by Batesville Casket Company

7:00 a.m. to 1:15 p.m.

Exhibit Hall Open

7:30 to 9:00 a.m.

CFDA & CAC Business Meetings and Elections

9:15 to 10:45 a.m.

Cremation Marketing, Presentations and Packaging

—Tim Lancaster, CCFE, Executive Vice President, Eternal Hills Memorial Gardens and Funeral Home, Klamath Falls, Ore.

Whether you are an owner, a manager or part of the sales team, and whether you work for a cemetery, a funeral home, a crematory or a combination operation, you won't want to miss this session filled with concrete ideas for marketing and presenting to the cremation family. The presenter will share ideas that may change your perception as to how we as an industry market cremation to our families, and you'll walk away with real tools for cremation sales and service, including new ideas for cremation retention.

10:45 to 11:15 a.m.

Refreshment Break in Exhibit Hall

11:15 a.m. to 12:15 p.m.

Concurrent Sessions

"Delayed Embalming" Video

—Ted Kinzer, Sales Representative—Colorado, Arizona and New Mexico, The Dodge Company, Mesa, Ariz.

This narrated video demonstrates embalming techniques, special preparation and treatment on a body who has been deceased and refrigerated for 12 days.

Interpreting Your Historic Cemetery

—Phil Carpenter, Grandview Cemetery, Fort Collins; Nancy Niero, Administrator, Fairmount Heritage Foundation, Denver

Learn how to share your cemetery's history with the public. This session will include information on cemetery tours (on site and off site), monument and gravestone restoration, and how to begin a designation process for State Historical Fund grants.

12:15 to 1:15 p.m.

Lunch served in Exhibit Hall

Sponsored by Western States Doric

Calling All Historic Cemeteries

During the lunch period, connect with other historic cemeteries and share resources and information at this roundtable discussion.

1:15 to 2:45 p.m.

Become In"credible" with Seniors

—Ed Pittock, President, Society of Certified Senior Advisors, Denver

Of all the demographic trends at work in the marketplace today, perhaps the most significant is the aging of the American population. This presentation provides a fascinating and entertaining look at how an aging population is reshaping the country, challenging stereotypes and forcing us to look at aging in entirely new ways. Understand how health, financial and social factors can be managed to improve the lives of seniors and benefit those who advise them. When you add specialized knowledge of seniors to your own professional expertise, you have a potent combination of abilities that makes you more valuable to your senior clients – and launches you ahead of less knowledgeable competitors.

3:00 to 4:00 p.m.

The Caregiver Activist... Is There Such a Person?

– Paul Elvig, President, ICCFA; Evergreen-Washelli Memorial Park, Seattle, Wash.

Who me? An activist? You've got to be kidding! Just whom do you know, really know, that runs your city, your legislature, your state government and even your Congress? It's easy to become a "below the radar" activist. We will consider how you can maximize your influence on those that impact your business in so many ways. This will be a fast-moving presentation. You will be asked to consider the options and to consider the future of death care as we know it. You, too, can become a death care activist, and have fun doing it.

6:00 to 10:00 p.m.

Denim & Diamonds Party

Put on your favorite jeans, western wear and boots for an evening of good, old-fashioned fun complete with dinner, music and dancing. And don't forget the BLING! Rhinestones and other embellishments are strongly encouraged!



Tickets for this event may be purchased optionally; discount available for children 12 and under. A ticket for this event is already included with Full Convention registration.

Exhibition

The purpose of the exhibits is to complement education sessions by enabling registrants to see, hear, examine, question and evaluate the latest developments in equipment, supplies and services that are recommended for use in the funeral and cemetery services industry. The exhibit hall will host more than 20 displays as well as refreshment breaks, lunch and receptions.

With the support of our Convention sponsors and exhibitors, CFDA and CAC can continue to offer quality education programs, high-class meeting facilities and valuable networking opportunities. Please show your appreciation by visiting their displays and remember them when you purchase products and services.

CE Credit

The Colorado Funeral Service Board has approved continuing education credit for sessions at the CFDA-CAC Combined Convention. A total of 12.6 contact hours will be available based on 1 contact hour per 50 minutes of approved program. These credits are applicable for CFSB certification in 2007 or 2008. A CE certification form will be provided for validation at the end of each approved education session.

Fundraising Auction

Join your colleagues for the Fundraising Auction & Reception on Thursday evening, August 30.

The auction is a traditional event to help raise funds in support of the funeral and cemetery services profession here in Colorado. Our goal is to raise \$10,000 and proceeds will benefit both CFDA and CAC.

We need your help by donating auction items such as gift certificates, art, personal products and services to be sold at our live or silent auctions.

You can also support our fundraising efforts by bidding on items at the auction. Do your holiday shopping early!

Dress Code

Attire for the convention is business casual – that means no suits or ties for convention participants and vendors.

Business casual attire for men includes casual slacks, nice jeans, polo-type shirts, sport coats or light sweaters. For ladies, casual slacks and blouses, dresses or skirts, and a light jacket or sweater is suggested. Please remember that the CFDA-CAC Convention is a business function, so we request that no shorts, tank tops or beach-wear be worn to convention sessions.

Accommodations

The **Radisson Hotel-Longmont/Boulder**, adjacent to the Radisson Conference Center, is the headquarters for the 2007 CFDA-CAC Combined Convention.

Conveniently located 15 minutes north of Denver and eight (8) miles west of Interstate 25 off Highway 119, the Radisson Hotel is the only full service hotel in Longmont.

The hotel's spacious guest rooms include wireless high speed internet, laptop size in-room safe, coffee maker, mini-refrigerator and a sleeper sofa. More than 90% of the guest rooms feature Sleep Number Beds by Select Comfort®. The property has an exercise room, an outdoor swimming pool with courtyard patio, and new restaurant, Fusion Food & Spirits. A variety of restaurants, a movie theater and indoor shopping mall are also within walking distance.



**Special "CFDA-CAC" Rate:
\$99 per night**

Reservations 303-776-2000

Please call before August 10

Lodging is limited and available on a first-come basis. A credit card will be required to guarantee reservations.

Discounted rates are guaranteed until August 10th — group rate and room availability cannot be ensured after this date. Please make your reservations early!

Radisson Hotel & Conference Center

1900 Ken Pratt Boulevard
Longmont, CO 80501
Phone 303-776-2000

www.radisson.com/longmontco



Registration Options

Member fees apply to all employees of CFDA or CAC member firms; CFSB certified individuals must be current with their 2007 certification to be eligible for the certified rate. Non-member fees will apply to all other individuals. Please see the enclosed Convention Registration Form for categories and pricing.

Full payment is required within 10 days for all registrations submitted on or before August 10; registrations after this date must include full payment. Early Bird pricing available through August 10; Advance registration available through August 24. Fees will increase for On-site registrations.

Full Convention Registration — Admission to all Convention functions and education sessions throughout the convention, including the Denim & Diamonds Party.

One-Day Registration— Admission to Convention education sessions and function tickets for one-day only. Tickets for the Denim & Diamonds Party may be purchased separately.

Spouse & Guest Registration — Admission to Convention social events for spouses or guests who accompany a Convention registrant, including receptions on Wednesday and Thursday, plus breakfast, refreshments and lunch on Thursday and Friday. Tickets for the Denim & Diamonds Party may be purchased separately.

Share-Pass — Different from the Full Convention or One-Day Registration, the Share-Pass allows a company to send up to three (3) employees to attend education sessions for one special price. This option includes only two (2) tickets for breakfasts and lunches; tickets for the Denim & Diamonds Party may be purchased separately.

RSVP for Ticketed Events — To better anticipate daily attendance and food orders, please RSVP for each function by checking the appropriate boxes on the Convention Registration Form. Tickets will be included with your on-site packet.

Student Scholarships

The Arapahoe Community College Mortuary Science Program requests support to provide interested students a scholarship to attend the CFDA-CAC Combined Convention. Commitment and financial support should be made directly to ACC. The school will be responsible for collecting scholarship funds, allocating scholarships to interested students and will register those students to attend the convention.

If you would like to provide financial support for interested Mortuary Science students, please contact Martha Thayer at 303-797-5954 or martha.thayer@arapahoe.edu.

Cancellations & Refunds

If it becomes necessary to cancel a registration, please phone the CFDA-CAC Convention office at 303-791-2336. Substitutions are encouraged in lieu of cancellation.

Refund requests must be made in writing to CFDA-CAC Combined Convention. Refund requests received by 5:00 p.m. on Friday, August 17, 2007, will receive full registration fee less \$25 processing fee. After this date, refunds will be 50% registration fee less \$25 processing.

There are no refunds for cancellations submitted after Wednesday, August 22 or no-shows.

CFDA-CAC Combined Convention

c/o Colorado Funeral Directors Association
P. O. Box 631664
Highlands Ranch, CO 80163-1664

