

CFDA NEWS

CFDA

Volume 1, Issue 1

January 2006

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Sept. 20-22, 2006

**CFDA/CAC Combined
Convention & Exhibition**
Pueblo Convention Center
& Pueblo Marriott Hotel
Pueblo, CO

*Mark your calendar and
watch for more details!*

We've Moved

Please make note of
our new address and
contact information:

**Colorado
Funeral Directors
Association**

P. O. Box 261664
Highlands Ranch, CO
80163-1664

Phone 303-791-2336
Fax 720-344-5297
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Change Is Coming...Are You Ready?

The Colorado Funeral Directors Association is charting a course to a new future. Are you ready for the journey?

Throughout its 100+ year history, the association has experienced many of the common ups and downs that all organizations face – membership growth and decline, financial stability and budget shortfalls, achieved goals and disappointing outcomes, etc. The past few years have been challenging for the association and the CFDA Board of Directors recognized that a new strategy was needed to get the organization back on track.

The CFDA Board identified several key objectives that are necessary to set about a change of direction:

- An examination of the membership dues structure to simplify the process and make it more affordable
- An examination of the organization's goals and objectives to ensure benefits are in tune with member needs
- More frequent communication to share best practices and relevant information
- A thorough examination of CFDA finances to ensure the association maintains sufficient funds to sustain the association throughout its fiscal year and beyond
- More opportunities to build relationships with current and future generations of funeral service professionals
- A change in association management to offer a fresh perspective to CFDA operations

It's About Time

Addressing these issues will take a considerable amount of time and a great deal of focused effort. CFDA members will be asked to engage in strategic planning discussions throughout the coming year to ensure the association serves the needs of its members. To assist with those efforts, the Board has already taken the following steps:

- The association has moved its headquarters office and is under new management. CFDA has contracted with ASCENT Meetings & Management to provide the essential services needed to sustain the association through the initial phases of the transition. *Please read the article on page 2 for more information.*
- A task force will examine and re-align the membership dues structure for 2006 and 2007. The task force will report to the CFDA Board of Directors with a recommended a plan of action. *Please read the article below and return your 2006 membership dues renewal promptly.*
- A financial audit will be conducted by key CFDA members and supervised by a CPA to review the organization's prior year financial records. The results of this audit will be reported in a future newsletter.
- The CFDA executive committee will initiate a comprehensive budget planning session to establish key financial goals and an operational budget for the 2006 fiscal year.

We ask for your continued support and participation during the transition process by renewing your membership in the CFDA and through certification by the Colorado Funeral Service Board. Please watch for ongoing updates in the coming months.

CFDA Dues Restructured for 2006

The CFDA Board recently approved a restructuring of establishment member dues for 2006. The objectives were to:

- Simplify the formula for calculating CFDA membership dues
- Make it more affordable for establishments to join CFDA
- Rebuild the core membership of the CFDA throughout the state

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Advertising

Advertising space will be available in
future issues of the CFDA News.
Please contact the CFDA office if you
are interested in placing an ad in an
upcoming issue.

Dues Restructured for 2006

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The new structure creates flat fee levels based on the establishment's overall case volume for the calendar year:

- "A" Level dues for locations that handle 50 or fewer cases per year are \$100.
- "B" Level dues for locations that handle up to 100 cases per year are \$200.
- "C" Level dues for locations that handle up to 250 cases per year are \$400.
- "D" Level dues for locations that handle up to 500 cases per year are \$700.
- "E" Level dues for locations that handle more than 500 cases per year are \$1,000.

Establishments may designate 1-6 contact people to receive ongoing communication from CFDA based on the dues level of their organization. These communications may include newsletters, bulletins, promotional materials, etc.

In addition, any employee from a CFDA member establishment is eligible for membership benefits such as discounted registration fees at seminars, convention, etc.

Please return your 2006 dues renewal along with your annual membership dues as soon as possible. We need your immediate support to sustain the CFDA during the critical first phase of the transition. Please help us help you by returning your renewal promptly.

CFDA Under New Management

Beginning in January 2006, the CFDA will be operating under new management. After a brief search and recommendation from the Transition Team, CFDA has contracted with ASCENT Meetings & Management to provide management services for the CFDA and CFSB.

ASCENT Meetings & Management was founded in 2003 by Steffani G. Blackstock, CMP, to provide customized meeting and management services for trade and professional associations, corporations and small businesses.

Ms. Blackstock has more than 20 years of experience in the association and meeting management profession. She began her professional career in 1985 at an association management firm in Kansas City, Missouri. Working with more than nine national and international organizations, Steffani served in several capacities including as assistant to the Director of Government Relations, and as administrative assistant and registration manager in the Meetings & Conventions Department. In 1990, she moved to Denver, Colorado and joined Caruso Group International. As Vice President, Steffani served as an Association Executive to state, national and international organizations and managed numerous meetings, special events and conferences for more than a dozen organizations (including CFDA) during her 13-year tenure.

Blackstock founded ASCENT Meetings & Management to more fully offer her talent, creativity, experience and skills.

Steffani has been an active member of the Professional Convention Management Association (PCMA) since 1993 and has served on the Board of Directors and as a committee chair for the Rocky Mountain Chapter of PCMA. In 2001, she earned the designation of Certified Meeting Professional from the Convention Industry Council.

The CFDA Transition Team cited Blackstock's ten years of experience in working with CFDA as a key factor in their recommendation. This history along with her 20-years of experience in the association management profession provides a solid background with a fresh perspective for the association.

CFDA will be based in Highlands Ranch, Colorado. Please make a note of our new address and contact information (noted on page 1).

Web Site Enhancements Are On the Way

The CFDA's web site will soon have a new look. Plans call for a complete re-design of the web site with a "cleaner" look and to make it easier to navigate.

Volunteers Needed

The transition to a new CFDA will be a complicated process that requires time, communication and feedback. Let us know if you'd like to participate on a committee or task force to help us "re-invent" the CFDA. Please email to cfda@ascentmeetings.com or call 303-791-2336.

Do you have an article, announcement or fact to share? Please email to cfda@ascentmeetings.com or fax to 720-344-5297 and it may be published in an upcoming newsletter.