



To: PA Licensed Funeral Directors

RE: *Free Continuing Education Credits*

PCCFA's *Super Expo* Nov. 18th and 19th, 2009

10 a.m. to 7 p.m. Greater Philadelphia Expo Center, Oaks, PA

Oaks, PA is 20 miles from Philadelphia and accessible from 5 major routes

Just in time for the deadline to renew your funeral director's license in February 2010! If you have not completed your required six (6) Continuing Education (CEU) credit hours to renew your PA FD license in February, this could be your last chance. **Choose from 11 FREE CEU's offered!**

Who qualifies for FREE ADMISSION? Admission is FREE to PCCFA members and guests of an exhibitor. Just ask one of your suppliers for a FREE invitation and make copies to cover you and any staff that may need additional CEU's. A \$50 per person admission fee will be charged to attendees who do not have a FREE invitation so contact one of your suppliers today.

What's the catch?

1. Exhibitors will have thousands of square feet of displays and exhibits open from 10 a.m. to 7 p.m. both days in hopes that you will take the time to visit them between CEU programs; and
2. You must register in advance for CEU credits as seating is limited. That's it!

Why take advantage of this offer?

- ✓ FREE Admission with an invitation from one of your supplier exhibitors
- ✓ FREE CEU's - Get all credits required for FD license renewal in February 2010
- ✓ 18 Exhibit Hours in 2 days
- ✓ No overnight hotel or airfare expense makes this affordable to send all of your staff

What to do now?

1. **Complete your registration form** on the back or go to www.PCCFA.com. Pre-registration required for CEU's - Seating is limited. Course dates and times will be provided when your registration is received.
2. **Mail, fax or scan and email the registration form** to Bob Stewart, PCCFA, 100 South 21st Street, Harrisburg, PA 17104 bstewart-pcfa@comcast.net fax 717-238-2799
3. **Contact one of your supplier exhibitors** for your FREE invitation

Please call 717-236-9970 if you have any questions.

Thank You,

Bob Stewart

Association Manager, PCCFA



Super Expo FREE Continuing Education Registration

YOUR COMPANY: _____

THOSE ATTENDING: 1. _____
2. _____
3. _____
4. _____
5. _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL ADDRESS: _____

No payment required if you have an invitation from a supplier exhibitor.

Credit Card Payments: Visa: _____ MasterCard: _____ AmEx: _____

Credit Card Number: _____

Expiration Date: _____ Billing ZIP Code (if different from above): _____

Billing Address (if different from above): _____

Make check payable to: "PCCFA"

PCCFA Tax ID 23-0462752

Mail to: Pennsylvania Cemetery, Cremation & Funeral Association
100 South 21st Street
Harrisburg, PA 17104

Questions: Contact Bob Stewart
bstewart-pcfa@comcast.net
Call 717-236-9970
Fax 717-238-2799



FREE Continuing Education Credits

11 FREE CEU's offered! - Advance Registration Required

The following continuing education (CEU) courses have been approved by the PA State Board of Funeral Directors.

Choose the courses that are best for you. Register today. Seating is limited.

Contact an exhibiting supplier for your FREE invitation to this event.

If you have questions, email Bob Stewart at bstewart-pcfa@comcast.net or phone 717-236-9970.

Graveside Services – Consumer Beliefs and Perceptions (1.0 CEU)

Wilbert Funeral Services – Joe Weigel, V.P.

This course provides a historical perspective on graveside traditions including the consumer's perspective as uncovered with independent consumer research and online consumer research. Educational concepts for staff along with benchmarks, analysis and guidance for cemetery ceremonies will be addressed along with informational concepts for educating consumers.

Getting to Know the Cremation Consumer - An Initial Action Plan (2.0 CEU)

Options by Batesville Casket Company - Nectar Ramirez, General Manager

This course will present key findings from consumer research and proven purchasing behavior trends. Consumer research clearly identifies missed service opportunities that can be turned into increased family satisfaction. G.R.A.S.P. is an arrangement model that combines learning from consumer research and consumer purchasing behavior with top questioning techniques to increase family satisfaction and assist families through the grieving process. Attendees will walk out with a better understanding of the current cremation consumer, and a powerful tool to positively impact their arrangement conference.

The Ethics of Funeral Arrangements (2.0 CEU)

Matthews Casket, a division of Matthews International – Doug Gober, Executive Director

Funeral service is often criticized for its ethical lapses. Many of those stem from a very difficult business reality: funeral directors have to survive and succeed in an industry that is rooted in other families' personal tragedies. It's a difficult, demanding balancing act. If we err too far in either direction, both the industry and the family suffer.

The core of the problem is the family's need to mix grief with commerce, on what is often the worst day of their lives. They have to make difficult decisions – personal, financial and spiritual – while they're operating at a very real disadvantage, with their judgment clouded and their emotions raw. Much of the ethical criticism we face comes from the perception that we exploit that disadvantage.

The heart of our ethical challenge is to restructure the arrangement process and eliminate that disadvantage. The goal of this seminar is to help Directors find ethical solutions and give families the support they need.

Meaningful Arrangement Conference (1.0 CEU)

Funeral Data Manager – Michael Feeney

Various arrangement scenarios are presented along with the methods and opportunities to make them more meaningful and less tiresome for client families.

State & Federal Forms Completion (2.0 CEU)

Funeral Data Manager – Michael Feeney

The State and Federal Forms course reviews the various forms, both old and new, the proper way to complete them and the importance of a clear, crisp and neat completion.

Providing Consumers with Payment Options (1.0 CEU)

Heffner Funeral Chapel & Crematory, Inc. - Ernie Heffner

Detailed instruction on how to create a menu of consumer options for the payment of final expenses and how to document as well as verbalize the presentation of consumer options; Documenting consumer decisions and commitments; How to not violate either consumer law or funeral director law, rules or regulations in the offering and execution of credit.

Veterans Tributes & Due Respect (1.0 CEU)

Heffner Funeral Chapel & Crematory, Inc. - Ernie Heffner

Enhance the level of recognition provided for Veterans services; Sensitize providers to the importance of serving Veterans in a uniquely patriotic manner; Focus exclusively on Veterans services by providing specific examples and images of service enhancements that acknowledge the Veteran, their service commitment and the family they leave behind; Provide options for staff training and recognition regarding Veterans services.

Celebrant Services (1.0 CEU)

Heffner Funeral Chapel & Crematory, Inc. - Ernie Heffner

Inform about the option of Celebrant services and offering Celebrant services to their clients; Encourage further education and the potential to become a Certified Celebrant; Enhance the ability of licensees to better meet the needs of consumers

NON-CEU Presentations Available

How to Reduce Casket Cost and Increase Profit Margin (20 minutes) by Coco Zhan destinycasket@yahoo.com, Destiny Casket www.destinycasket.com This presentation will address bulk casket purchasing as well as issues of logistics, including shipping and storage.

How to Position your Portfolio During These Challenging Times (30 minutes) by Adam Sheer, President, asheer@rooseveltinvestments.com Roosevelt Investment Group, NY, NY www.rooseveltinvestments.com

Managing Your Cemetery Records (45 minutes) by Amanda Sulpher amandas@pontem.com Pontem SoftWare www.pontem.com Presentation covers the basics of data management; Enhanced solutions; Integrated mapping; Imaging / Document Management and Online Burial Search.

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