

Out-Going President's Message

Two years ago, Keynews editor, Dave Heisterkamp, requested my incoming president's message. I outlined my background, perception and vision of the industry and my commitment as to what our membership could expect of me.

PERCEPTION & VISION: *Reflection in italic*

1. Continue to be relevant to all members of the industry who believe in the value of pre-planning - *Today your association's membership is more inclusive and broad based than ever.*
2. Defend against efforts to restrict competition that would create an anti-consumer death care environment - *Over the past 2 years, your association has been involved in numerous efforts to this end and continues active involvement in critical matters.*
3. Provide relevant, exciting conference programming that educates and opens new opportunities for its members to attain high levels of customer satisfaction -
 - ✓ *With the support of then President Gregg Strom and the Board of Directors, Past President Bob Lomison, member Eugene Ogrodnik, Dean of the Pittsburgh Institute of Mortuary Science and I launched a first with PCFA@PIMS in 2005 attracting a record attendance and gaining new members.*
 - ✓ *Your association Secretary, Gary Buss, single handedly chaired our 3rd Mid-Atlantic Conference held in Atlantic City. With the excellent assistance of association manager, Bob Stewart, Gary tightened up the operation, coordinated all aspects of the event and the representatives from other states, delivered a resounding financial and educational success and accomplished the distribution of profits in record time!*
 - ✓ *Past Presidents Harry Neel, Bob Lomison and I have a sequel PCFA@PIMS scheduled for September 27th through 29th that is expanded to include a property tour of Jefferson Memorial Funeral Home, Cemetery, Mausoleum and their vault manufacturing plant. The tour will make this another unique conference in addition to timely, captivating speakers.*
4. Embrace and address the fact that 1 out of 3 consumers today are choosing cremation rather than burial - *Since that statement 2 years ago, most recent surveys are indicating 45% of consumers are now expressing a preference for cremation. We can all be proud of your Board's action in November 2006 to make your organization the first State association in the nation to add "Cremation" to its name. This mirrored the lead of ICCFA by establishing the newly named Pennsylvania Cemetery Cremation & Funeral Association and elevating PCCFA to be THE cremation information resource in Pennsylvania.*
5. Expand membership attracting the best of the industry by being the organization with the most to offer - *The fact that we added so many new members says it all.*

