



Current News and Comments from the Pennsylvania Cemetery, Cremation and Funeral Association / May 2022

President's Message

Hello PCCFA members and friends,

The first year of my presidency feels like a blur, but here we are looking at gathering for your annual spring conference. Why do I say it is your conference? Education is part of our three legged stool building value for you, our members! By building on education, preservation and advocacy, we build a stronger and more resilient Pennsylvania cemetery industry.



From June 1st through June 3rd, we will be gathering at the Kalahari Resort and Conference Center in the Poconos. In this edition of the PCCFA KeyNews, you will find information about our speakers' presentations, the agenda, and conference registration forms for both members and vendors. Please note that fillable PDFs of the registration forms are available on the PCCFA website. As Kalahari is one of the nation's best water parks, you should not miss this opportunity to bring the family. Our special room rates includes four water park passes per room. Please use the following URL directly with Kalahari to get you to our special low room reservation rate:

<https://book.passkey.com/e/50257522>.

Pennsylvania consumers, communities, and non-member funeral directors, cemeterians, and suppliers still benefit from our efforts such as working on legislation to lower cremation temperature for PA crematories. Whether you own and operate your own crematory OR partner with your local crematory; by lowering operation expenses, extension of crematory equipment life, and lower emissions benefit us all.

We hope that you will see the value in membership and your support is vital as we continue to evolve your association with our changing marketplace.

All the best,

Dagny Neel Fitzpatrick

PENNSYLVANIA CEMETERY CREMATION & FUNERAL ASSOCIATION

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morganplant@mac.com

Committees, Assignments

Conferences & Conventions

Mid Atlantic 2021
Spring 2022:

Ernie Petersen
Dagny Neel Fitzpatrick and
Paul Simms

Consumer Service Committee

Harry Neel

Ethics & Inquiry Committee

Harry Neel

Executive Committee

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Finance & Audit Committee

John Yeatman

Funeral Director Affairs Committee

Scott Nulty

Keynews Editor: Co-Editor

Dagny Neel Fitzpatrick
Ernie Petersen

Legal Defense Fund:

Ernie Petersen

Legislative Committee:

Guy Saxton

Membership:

Craig Schwalm/Ernie Petersen

Nominating/Polling Committee

David Michener with all
Past Presidents

Political Action Committee

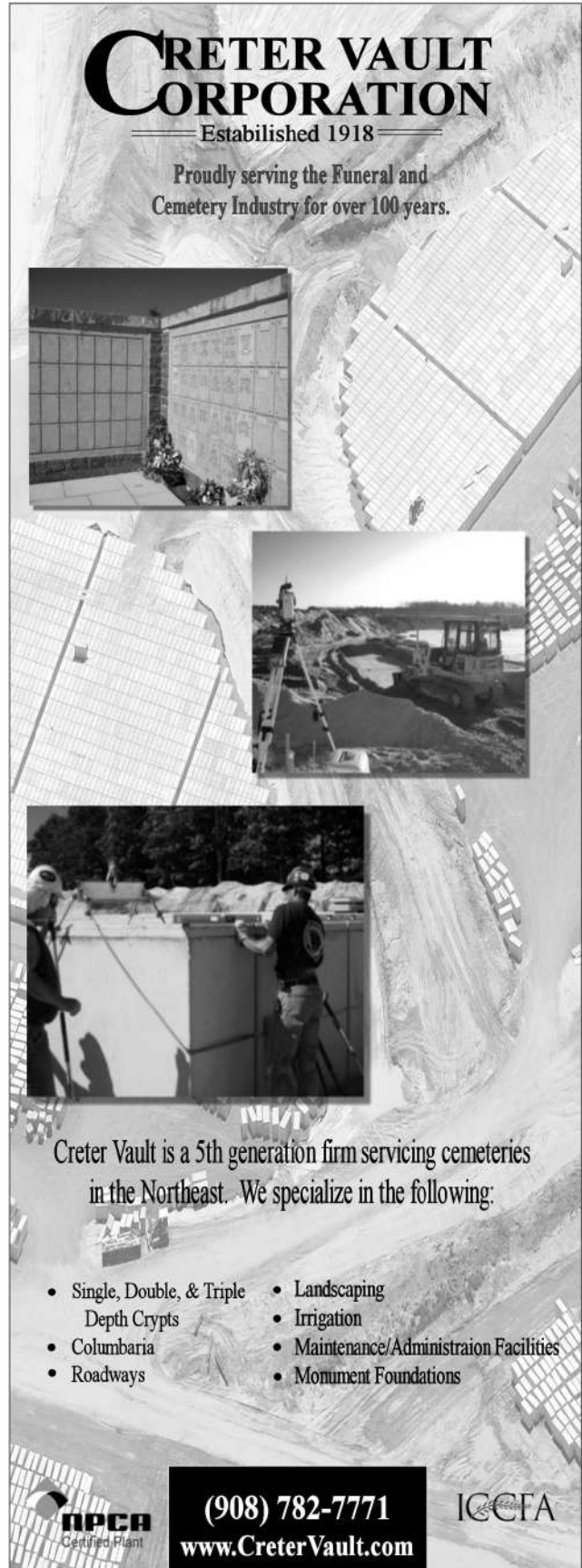
Dagny Neel Fitzpatrick

PCCFA Website-www.PCCFA.com Craig Schwalm

Benefits of Membership


By Craig Schwalm

- The eKeynews, a four times a year publication, delivered by e-mail.
- Two conferences a year with continuing education credits for funeral directors at PA locations. (Every other year, our fall conference is held in Atlantic City with four other states and there the education program provides credits and certifications.
- Access to the member only PCCFA Facebook page now with periodic updates about industry issues such as the pandemic
- Constant Contact available for for rapid communications. Suppliers take note!
- Access to our supplier members network
- The PCCFA complaint hotline helping us help cemeteries with consumer issues.
- An annual legislative reception, to make sure your representatives know they can come to us for assistance with pending legislation and constituent issues
- A lobbyist looking out for our best interests in Harrisburg
- Access to other cemeterians to network and brainstorm amid the changing and evolving death care industry. Green burials, spotted lantern fly, etc.



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ICCFA

PCCFA Spring Conference 2022 Speakers at



Danielle Thacker, *"Do You Know Who You Are Talking To?"*

Think about it – there is not a person in the world that the funeral industry does not serve. Industries outside the funeral industry hone-in on their target market by creating a specific branding strategy, supportive marketing materials and a sales presentation to speak to a very specific segment of consumers. Meanwhile, in the funeral industry we are challenged with the tall task



of appealing to every person in our geographic area no matter the age, the gender, socioeconomic status, etc. During this seminar, we will meet some "friends" who will show us that one size does not fit all in marketing to funeral consumers. The funeral industry needs to be teaching and tailoring its message to each individual consumer that walks through the door.

Doak Morasco, *Managing Mature Trees in a Cemetery Landscape*



Humans are naturally drawn to big trees. Their massive trunks, scaffolding branches, and leafy canopies inspire and offer hope. In a cemetery, these trees convey an atmosphere of peace, comfort, and honor. Designed as places for the living, cemeteries are increasingly gaining recognition for their woody plant collections and other natural features. Yet like most assets, trees require ongoing care to maximize benefits and mitigate liabilities. This presentation will examine best management practices for enhancing mature tree health and longevity, while also discussing the potential consequences of deferred care and maintenance.

Tim Fish, *The Truth About Google vs Facebook And At-Needs vs Pre-Needs*



Far too many funeral service firms believe they can generate more at-need calls through Facebook marketing. It's just not true. In this presentation, Tim Fish explains why mastering Google is the key to generating at-need calls, whereas Facebook is the right medium for developing pre-need leads and sales.

Karen Demma, *Managing YOUR Energy Costs in a Volatile Energy Market*



Premier Power Solutions is an unbiased, independent energy consulting firm for large businesses and organizations in the U.S. With a focus on market intelligence and comprehensive energy solutions that support a smart, forward-looking energy management strategy, Premier Power Solutions provides a comprehensive suite of energy consulting services to its clients.

Karen joined Premier Power Solutions in 2014. Her primary mission is to assess commercial clients' business needs, analyze their energy usage, and help navigate them through the complex and competitive energy market. Karen comes to us with a diverse sales and marketing background, ranging from finance to transportation to real estate. Karen received her BA from Washington & Jefferson College.

Morgan Plant, *The Political Climate in Harrisburg, 2022: The Good, The Bad and The Ugly*



Morgan Plant, a long time veteran of Harrisburg's lobbying scene, has been representing PCCFA's interests since she established her business in 1989. She will be sharing her perspectives on the political climate in Harrisburg and the impending elections coming up in November. Many members in both chambers will be retiring and once again Pennsylvania will be in the national spotlight with high profile elections for Governor and US Senate. Lots of change afoot.



2022 SUMMER CONFERENCE REGISTRATION FORM

REGISTRATION DUE

Attendee Name: _____

BY May 31, 2022

Company/Cemetery Name _____

Mail, Fax, or Email to:

Address _____

PCCFA

Address _____

2200 Northampton St

Phone Number to Contact You _____

EASTON, PA 18040

(610) 253-5222 Fax (610) 253-3636

dcm.colleen@gmail.com

Attending: ☐ Reception Weds.6/1 at 5:30PM ☐ Annual Meeting COST: \$129. \$ _____

SPOUSE/CHILDREN (under 18) COST: \$89 ea.\$ _____

☐ Golf Outing Thurs. 1:30PM Tee Off Golf Cost: \$ TBD ea. \$ _____

Playing Best Ball / Cart Included

Payment Method: Check, Visa, MasterCard, Discover or American Express

Check# _____ Make Checks Payable to: PCCFA

Name on Credit Card: _____ Credit Card # : _____

Expiration Date: _____ NIC _____

Note: Cancellations must be requested before June 1st, 2022

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***PLEASE USE ONE FORM PER PERSON, FEEL FREE TO DUPLICATE AS NEEDED



2022 SUMMER CONFERENCE VENDOR APPLICATION FORM

Attendee Name: _____

Company Name: _____

Address: _____

Address: _____

Phone Number to Contact You: _____

REGISTRATION DUE

BY May 31, 2022

Mail, Fax or Email to:

PCCFA

2200 Northampton St

EASTON, PA 18040

(610) 253-5222 Fax (610) 253-3636

dcm.colleen@gmail.com

Attending: ☐ Reception Weds.6/1 at 5:30PM

First Attendee Cost: \$300. \$ _____

ADDITIONAL PERSON/SPOUSE/CHILDREN (under 18) COST: \$100.ea. \$ _____

☐ Golf Outing Thurs. 1:30PM Tee Off

Golf Cost: \$TBD ea. \$ _____

Playing Best Ball / Cart Included

Payment Method: Check, Visa, MasterCard, Discover or American Express

Check# _____ Make Checks Payable to: PCCFA

Name on Credit Card: _____ Credit Card # : _____

Expiration Date: _____ NIC _____

Note: Cancellations must be requested before June 1st, 2022

To reserve your room with our SPECIAL LOW RATE of \$199/night, please contact Kalahari *directly* at:

<https://book.passkey.com/e/50257522>

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***PLEASE USE ONE FORM PER PERSON, FEEL FREE TO DUPLICATE AS NEEDED

Conference Schedule

Wednesday, June 1, 2022

11:00 AM – NOON	PCCFA Past Presidents Meeting
12:00 PM – 4:00 PM	Board of Directors Meeting (<i>Board Members Only</i>)
4:00 PM – 5:00 PM	PCCFA BOD Website Work Group Session (<i>Mandatory Attendance</i>)
5:30 PM – 7:00 PM	Reception with Suppliers

Thursday, June 2, 2022

7:30 AM – 8:30 AM	Full Breakfast
8:25 AM – 8:30 AM	Pledge of Allegiance and Opening Remarks
8:30 AM – 9:10 AM	<i>Do You Know Who You Are Talking To?</i>
9:10 AM – 9:50 AM	<i>Managing Mature Trees in a Cemetery Landscape</i>
9:50 AM – 10:00 AM	Supplier Introductions
10:00 AM – 10:15 AM	Coffee break
10:15 AM – 11:00 AM	<i>The Truth About Google vs. Facebook & At-Needs vs. Pre-Needs</i>
11:00 AM – 11:30 AM	<i>Managing YOUR Energy Costs in a Volatile Energy Market</i>
11:30 AM – 12:00 PM	<i>The Political Climate in</i>

*Harrisburg, 2022:
The Good, The Bad
and The Ugly*

12:15 PM – 1:00 PM	Lunch with suppliers
1:00 PM – 5:00 PM	Water Park & Resort Activities <i>on your own</i>
5:30 PM – 7:30 PM	Full Reception
7:30 PM	Dinner on your own

Friday, June 3, 2022

7:30 AM – 8:30 AM	Full Breakfast
9:00 AM – 9:30 AM	PCCFA Annual Meeting
9:30 AM – 9:45 AM	Final Q & A / Resort activities on your own



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\$ 330 GROUP 3 151 – 300 services per year or gross sales of \$251K to \$500K, whichever is higher

\$ 440 GROUP 4 301 – 500 services per year or gross sales of \$501K to \$1M, whichever is higher.

\$ 495 GROUP 5 Over 500 services per year or gross sales over \$1M, whichever is higher

Funeral Home with or without a Crematory

\$ 135 GROUP 1 Gross sales of \$100K or less

\$ 275 GROUP 2 Gross sales of \$101K or \$250K

\$ 330 GROUP 3 Gross sales of \$251K to \$500K

\$ 440 GROUP 4 Gross sales of \$501K to \$1M

\$ 495 GROUP 5 Gross sales over \$1M

Crematory Independent of a Funeral Home or Cemetery

\$ 135 GROUP 1 Gross sales of \$100K or less

\$ 275 GROUP 2 Gross sales of \$101K or \$250K

\$ 330 GROUP 3 Gross sales of \$251K to \$500K

\$ 440 GROUP 4 Gross sales of \$501K to \$1M

\$ 495 GROUP 5 Gross sales over \$1M

Supplier Member

\$ 250

***Multi Location Members Dues:** For the first two locations you list from any category above, calculate dues at the applicable rates listed. Any additional locations pay only the set dues amount of \$135 per year.

Contact

Cemetery

Address

City

State

Zip Code

Phone #

Email

Payment Method

☐ Check (made payable to PCCFA)

☐ Credit Card (circle one): MasterCard, VISA, Discover, AMEX

Card#:

Exp.

Name on card:

Security ID: (3 digit # on back or 4 digit on front of AmEx card)

Card's billing address

Dues payments to PCCFA are not deductible as charitable contribution for federal tax purposes, but may be deductible as a business expense.

Please complete and return this form with payment to:

PCCFA c/o Colleen Courtright, 2200 Northampton St. Easton, PA 18040

Cremation companies exploit grieving consumers, alleges FTC

Even the savviest consumers can be at their most vulnerable when making final arrangements for a loved one. They have to make quick decisions – often choices with major financial implications – while grieving the death of someone close to them. In a lawsuit filed on the FTC's behalf by the Department of Justice, the FTC alleges that Colorado- and North Carolina-based Legacy Cremation Services, also doing business as Heritage Cremation Provider, Funeral & Cremation Group of North America, LLC, and owner Anthony Joseph Damiano targeted grieving consumers with practices that violated the FTC Act and the Funeral Rule – including misrepresenting themselves as local providers and charging people substantially higher prices than advertised. According to the complaint, the defendants' response to many consumers who contested those charges was particularly egregious.

When looking to make arrangements after the loss of a loved one, many consumers start with an online search for providers in the deceased's community. Location is a key criteria so family members and friends can attend memorial services or viewings without traveling a long way. The complaint uses the example of a person conducting an online search for cremation services in Abbeville, Alabama. When consumers click the Defendants' links, they're taken to a page titled "Trusted Cremation Services in Abbeville" that claims to offer "compassionate community service close to home."

That's what the page says, but according to the FTC, the defendants have optimized search results and designed landing pages to leave people with the false impression that they have a physical location or provide funeral or cremation services in that requested town and many others when, in fact, they don't.

The FTC says the defendants have engaged in other practices that inflict injury on grieving loved ones. For example, if people call to ask if they're a local business,

the defendants have allegedly misled consumers either by claiming to be a local establishment or by saying that they work with crematories in the town where consumers are seeking services. In fact, the complaint alleges that in many instances, the defendants contract with third-party providers located an hour or more away from the advertised town. Furthermore, when consumers want to ascertain the location of their loved one's remains, the FTC alleges the defendants have often refused to give them the name and location of the third-party provider. What's more, the complaint cites the defendants' customer service scripts that direct their employees not to provide that information until after the consumer has paid.

*Excerpt from the FTC website blog written by:
Lesley Fair April 22, 2022*

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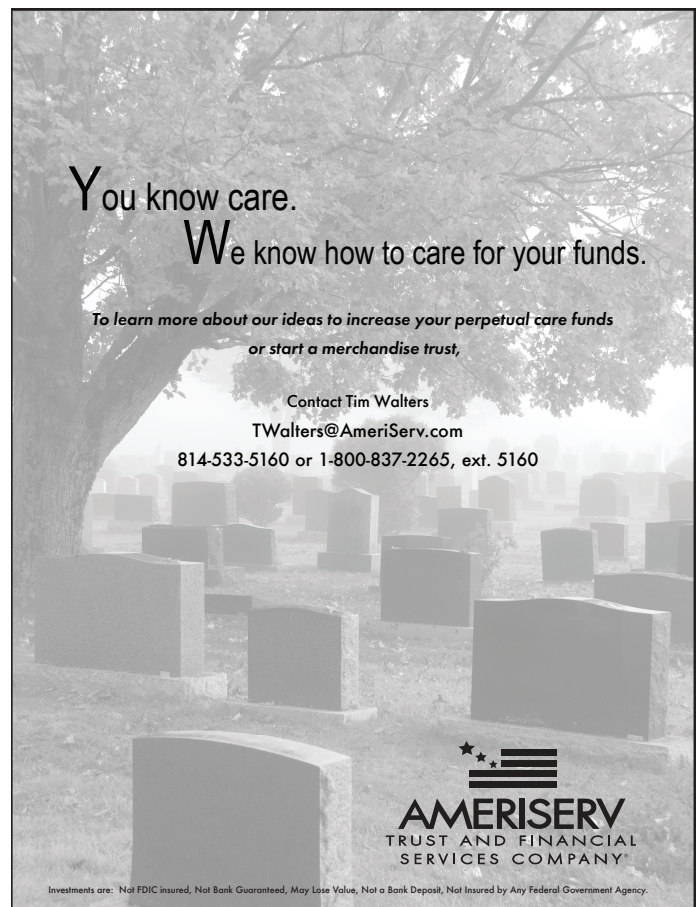
PAC and Legal Defense Funds

Who works with our state representatives to protect your business, consumer grievances and protects us from overly burdensome laws? **PCCFA does!** Support our efforts with your personal donation to the PCCFA PAC Fund.

For more information: Ernie Petersen at (814) 243-3837 or e-mail southsidestrays@mac.com

If you want to support PCCFA, with a business contribution, consider donating to the Legal Defense Fund.

For more information: Alesia Skinner at (717) 564-2110 or e-mail
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