



22ND ANNUAL COLLEGE OF CEMETERY, CREMATION & FUNERAL STUDIES

MARCH 25, 2015
EMBASSY SUITES HOTEL
LYNNWOOD, WASH.

20610 44th Ave. W. Lynnwood 98036

7:30: Sign in and pick up conference materials

8:30: Welcome and introductions

8:45: General session - All Attendees

**STRENGTHENING YOUR CORE:
STRATEGIC ACTIONS TO GROW YOUR ORGANIZATION'S INFLUENCE**
With Paul Casey, Corporate Coach & Team Strategist

OPERATIONS TRACK

11:00 -Turf and Pest Management with Wilbur Ellis

1:00 - A Walk Through a Cremation Garden with Craig Hudson, Supt., Auburn Mountain View Cemetery

2:05 - Tim and Tony's Grave Concerns: How to Take a Liability and Turn it into a Profit Center with Tim Bronleewe and Tony Goiburn, Oregon Memorials

3:10 - J.C. Naig, SCI Seattle Market Superintendent

MANAGEMENT AND MARKETING TRACK

11:00 - Keys to Success in Family Service, with Rich Winter, Sales Manager Bonney-Watson

1:00 - Benefits of Media: Strengths & Weaknesses, Bonnie Quinn Clausen, Quinn Group

2:05 - Importance of an Active Presence on Facebook and How to Maximize Your Web Visibility: Kip Johnson, FuneralNet

3:10 - FTC and L&I Regulatory Issues: Panel Discussion with Scott Sheehan, David Ittner, Pam Griesse (DOL)

COMPANY	Name	@ \$99	
ADDRESS	Name	@ \$99	
	Name	@ \$99	
PHONE / EMAIL	Name	@ \$99	
	Name (NON-MEMBER RATE)	@ \$159	
Registration includes pastries & coffee starting at 7:30, plus lunch, breaks and snacks!		TOTAL ENCLOSED	

Registrations must be received by Friday, March 20. Mail with payment to:

16212 Bothell-Everett Highway F183 • Mill Creek WA 98012

Or Fax to 206-367-9074 ATTN. JUDY (you will be invoiced). Call 425-345-6186 with questions.

If you need a hotel room for Tuesday night (3/24) call 1-800-362-2779 (800-EMBASSY). WCCFA's Group rate is \$129. The block will be released 2/25 (we are negotiating an extension) and reservations made after that date will be charged the hotel's then-prevailing rate.

Your hotel reservation includes evening reception & cocktails and custom-cooked breakfast. Room block is limited so don't delay—call today!

The fine print for funeral directors regarding continuing education credits:

For you to register at the Member Rate of \$99 your employer must be a member in good standing of the WCCFA. If you work for a funeral home that is part of a combination cemetery/funeral home firm or is a stand-alone funeral home member (check with your general manager or call the WCCFA office) funeral directors can register and receive CEU's at the \$99 member-registration rate. If your firm does not meet these qualifications you must pay the non-member price of \$159 to receive continuing education credits. To receive continuing education credits be sure to sign up for them at the conference.

Cemetery, Supplier, Municipal and Associate members register at the member price but do not receive CEUs.

