



# 22ND ANNUAL COLLEGE OF CEMETERY, CREMATION & FUNERAL STUDIES

MARCH 25, 2015

EMBASSY SUITES HOTEL  
LYNNWOOD, WASH.

## SPECIAL OFFER FOR MORTUARY SCHOOL STUDENTS: TWO OPTIONS

1. Register at a discount (\$65 vs. \$99), includes morning and afternoon breaks + lunch
2. Register at NO COST, does not include breaks or lunch

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	MANAGEMENT AND MARKETING TRACK
11:00 - Turf and Pest Management with Wilbur Ellis	11:00 - Keys to Success in Family Service, with Rich Winter, Sales Manager Bonney-Watson
1:00 - A Walk Through a Cremation Garden with Craig Hudson, Supt., Auburn Mountain View Cemetery	1:00 - Benefits of Media: Strengths & Weaknesses, Bonnie Quinn Clausen, Quinn Group
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	2:05 - Importance of an Active Presence on Facebook and How to Maximize Your Web Visibility: Kip Johnson, FuneralNet
3:10 - J.C. Naig, SCI Seattle Market Superintendent	3:10 - FTC and L&I Regulatory Issues: Panel Discussion with Scott Sheehan, David Ittner, Pam Griesse (DOL)

MORTUARY SCHOOL	Name	@ \$65	
YOUR ADDRESS	Name	@ \$65	
PHONE / EMAIL	Name UNPAID REGISTRATION	@ 00	
PAID Registration includes pastries & coffee starting at 7:30, lunch, breaks and snacks!		TOTAL ENCLOSED	
UNPAID Registration does not include breaks or meals.			

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 Group rate is \$129. The block will be released 2/24 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.*

