

128th Annual Convention

June 24 - 26, 2008

Welcome to our 128th Annual Convention! This year we are at the beautiful Renaissance Hotel & Conference Center in Schaumburg, Illinois for the first time. Our convention will feature over 70 exhibitors from all areas of the profession. We will also be offering 15½ hours of continuing education credit.

This year our social events include a Tuesday evening opening party on the exhibit floor that features a “*Take Me Out to the Ballgame*” theme. We hope you will also join us Wednesday evening for our *President’s Party*, featuring the improv group *The Comedy Shrine*. Attendance at both of these parties is free for all convention registrants and exhibitors. And don’t worry—there’s still plenty of time to get out and about. We’ve planned our social events this year to allow you time to explore the beautiful cities of Schaumburg and Chicago.

This year’s popular speakers include the team of *Kizer & Bender*, who will give you a consumer’s view of funeral service; *Elaine Hand* on hiring the right employees; marketing expert *Ron Rosenberg* on marketing secrets and how to improve your memory; and embalming expert and Illinois native *Jack Adams*.

So please join us for our Convention. We think this is a great opportunity to network with your peers as well as make new friends. There is sure to be something for everyone. We look forward to seeing you there!

Renaissance Hotel & Convention Center

■ 1920 Thoreau Drive

Schaumburg, Illinois 60173

847-303-4100



■ Convention Contact:

Illinois Funeral Directors Association
215 South Grand Avenue West
Springfield, Illinois 62704
800-240-4332, fax 217-525-8342
www.ifda.org
Jodi Meyers - jodi@ifda.org

128th Annual Convention

Speakers and Programs



JACK ADAMS

Embalming in the Real World

■ Thursday, 9:00 AM to Noon

Jack Adams is a fourth generation funeral director and embalmer. He has over 40 years experience in funeral service and is considered one of the world's foremost embalming authorities. He has presented embalming seminars throughout the United States, Europe, Australia, and New Zealand. Jack estimates that he has embalmed well in excess of 20,000 human remains. Join him as he discusses "Embalming in the Real World." [3 CE hours.]



ELAINE HAND

Right People—Right Fit

■ Tuesday, 3:30 to 4:30 PM

Elaine Hand is owner of Innerview Inc, providing services in Human Resources, Career Development, Team Building and Time Management. She has facilitated workshops and seminars on numerous topics in the Customer Relations and Employee Development for industries such as banking, accounting, manufacturing and funeral home. In today's program, "Right People, Right Fit!" Elaine will help you find the right people for your firm. Have you ever hired someone and thought they were perfect, only to say to yourself three months later, "What was I thinking?!" If so, attend this program! You just might find some insight into finding ways to hire the right people and develop and motivate them along the way. [1 CE hour.]



KIZER & BENDER

What Your Funeral Home Customers Really Want & The Science of Shopping: Setting Your Selection Room to Sell

■ Tuesday, 9:00 AM to Noon

Spend the morning with retail anthropologists Rich Kizer & Georganne Bender. Kizer & Bender stalk and study that most elusive of mammals - the retail customer. As part of their research process, they also secretly blend into the marketplace posing as customers.

They have applied this strategy to funeral service, visiting funeral homes to experience what a customer sees, hears and feels in the process of making funeral arrangements. The result of their research is literally straight from the customer's mouth - solid, ground-level, in-the-trenches consumer intelligence that you can use today to better capture and serve your funeral home customers. [3 CE hours.]



PROFESSIONAL SESSION

■ Tuesday, 1:30 to 3:15 PM

Join us for the IFDA Professional Session, Installation of Officers for 2008-09, presentations by IFDA outgoing President **Geoffrey W. Hurd**, CFSP, incoming President **James D. Bosma**, CFSP, NFDA Secretary **Patrick E. Lynch**, CFSP, and our annual Service of Remembrance, led by Reverend Randall Perry, in recognition of those we have lost during the past year. [2 CE hours.]



RON ROSENBERG
The Inner Secrets of Outrageous Marketing

■ Wednesday, 9:00 to 11:00 AM

Double Your Memory in 90 Minutes

■ Wednesday, 4:15 to 5:45 PM

Ron Rosenberg is a nationally recognized, award-winning expert on marketing and customer service and has authored several books and learning systems. Ron Rosenberg will present two programs during the convention. "The Inner Secrets of Outrageous Marketing" will teach you how to dominate your market niche, including the 4 "M's" of outrageous marketing, the long-term value of a customer and understanding your market. "Double Your Memory in 90 Minutes" will teach you how to unlock your hidden memory potential, memory techniques, how to remember names and faces, and more. [2 CE hours/1.5 CE hours.]

IFDA PRENEED TRUST UPDATE

■ Wednesday, 3:00 to 4:00 PM

We know you have questions about the changes made to the IFDA Preneed Trust. Join IFDA Board of Directors members for a panel discussion on the future of the Trust. [1 CE hour.]

Sponsors

Thank you, Sponsors!

A special thank you to the companies who have chosen to sponsor an event at this year's convention. Their special help allows us to offer the high quality programs and events the funeral directors in Illinois need.

- Batesville Casket Company – Booth 301
- CFL Preneed – Booth 324
- Illinois Funeral Suppliers (formerly IFSSA)
- Illinois Wilbert Vault Manufacturers Association – Booth 208
- Riviera Tailors – Booth 207
- State Auto Insurance Company – Booth 105

Events

40 & 50 YEAR LICENSEE HONORARY LUNCHEON

■ Tuesday, June 24, Noon to 1:30 PM. This annual luncheon honors those Illinois licensees who have this year achieved the outstanding accomplishment of having their funeral director and/or embalmer license for either 40 or 50 years. Congratulations to those who will be honored. By invitation only. *Business casual dress is suggested.*

TAKE ME OUT TO THE BALLGAME OPENING PARTY ON THE EXHIBIT FLOOR

■ Tuesday, June 24, 4:30 to 7:00 PM. This year's big event on the Exhibit Floor will be a baseball-themed party that will include traditional foods such as hot dogs and brats. Come enjoy a beer on us while you visit with the vendors you use and acquaint yourself with new ones, too. *Business casual dress is suggested.*

PRESIDENT'S PARTY AND IMPROV SHOW

■ Wednesday, June 25, 5:45 to 7:30 PM. Please join us in welcoming newly installed IFDA President James D. Bosma and his wife Lu Anne into office. At 6:45, join us for special funeral service improv from The Comedy Shrine. This troupe of improv comedians, many with Second City experience, will perform comedy sketches about the funeral profession. Hors d'oeuvres will be served prior to the entertainment. *Business casual dress is suggested.*



WILBERT RECEPTION

■ Tuesday, June 24, 7:00-10:00 PM, West Ballroom. Illinois Wilbert Manufacturer's Association will be hosting an Evening Reception on Tuesday immediately following the Take Me Out to the Ballgame party. All convention registrants and exhibitors are invited to attend and enjoy cocktails and a generous array of hors d'oeuvres, including meat selections. Please join them!

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Service of Remembrance

Every year as a part of the annual convention, we conduct a Service of Remembrance to honor those who have died over the past year. This year's Service will be held on **Tuesday, June 24** immediately following the Professional Session at 1:30. Please do take the time to attend this special event.

Jane Anderson, August 20, 2007
Theresa Baker, August 5, 2007
Leona Belangee, April 17, 2008
Paul W. Brookshier, December 26, 2007

Jack C. Carlson, December 30, 2007
Joseph Chelbana, October 29, 2007
Mary Cooney, February 7, 2008
Margaret L. Cox, July 28, 2007
Jerome "Jerry" Ewald, January 26, 2008

Lano Frank, December 19, 2007
Vivian Wise Fricke, March 29, 2008
Helen E. Gottfried, December 2, 2007
John A. Heinz, Sr., March 29, 2008
Merl L. Henderson, March 5, 2008
W. Clell Hill, November 16, 2007
Robert J. Hirsch, April 5, 2008

Dorothy E. Hitzeman, August 9, 2007
Raymond Jordan, July 26, 2007
C. Raymond Kennedy, April 22, 2008
Elizabeth I. "Bette" Kristan, August 10, 2007

Rose Madura, February 9, 2008
Joseph Marik, July 21, 2007
Victor R. Markiewicz, May 25, 2007
James T. Melka, Sr., October 9, 2007
Donna L. Miller, November 3, 2007
Glenn W. Miller, Sr., March 11, 2008
Teresa Sue Moore, October 10, 2007
George M. Moye, January 12, 2008
William R. "Bill" Orr, September 17, 2007

Ruby Pagel, October 20, 2007
Donald A. Reedy, December 18, 2007
Madelyn I. Renkes, October 12, 2007

Joseph Renner, Sr., January 29, 2008
Marvin Reznik, February 8, 2008
Donald L. Robinson, February 12, 2008

Charles D. "Bud" Roby, Jr., February 23, 2008
Erwin E. Schmidt, August 6, 2007
Marion L. Schreffler, June 15, 2007
Robert "Bob" Clair Sheets, March 27, 2008

Leland Shields, December 9, 2007
Charlotte Hansen Spear, November 2, 2007
John Scott Symonds, November 23, 2007

Raymond K. Theis, March 1, 2008
Roy M. Williams, April 2, 2008
James L. Woodruff, November 21, 2007

40 & 50 Year Licensees

Congratulations to the following individuals, who are celebrating 40 and 50 years of funeral service experience this year!

FIFTY

Roger D. Ahlgrim
Henry J. Bos
Antoinette J. Cicero
Stanley W. Daughenbaugh
Virgil L. Davis
Vernon H. Hultgren
Richard P. James
Billy Lee Johnston
Warner M. Jones
Patrick R. Jones, Sr.
Donald E. Laird
Bart J. Leary
Fred W. Leonard
Burton M. Phillips

Bernard C. Shawgo
John J. Shay
David A. Swickard
Joel W. Weinstein
Ladimir C. Zidek

FORTY

H.C. Austin, Jr.
Raymond J. Baril
Howard B. Brookins, Sr.
Lena Taylor Bryant
Mariano Rocco Coletta
Joseph L. Crain
Edward L. Cronic
Charles S. Cunningham

Stuart R. Daws
Rodney C. Elias
Daniel T. English
Rod Craig Erickson
Leon E. Gibson
Terry C. Gilbert
John F. Hann
Raleigh J. Harris III
Harry J. Helfrich
Thomas E. Kohrs
Karl J. Kurtz
Ronald C. Lack
Robert D. Lawler
Larry F. Love
Joseph A. Lucania

Gary L. McClure
Robert D. McKenzie
Anthony J. Morizzo
Edward P. Olenc
Terry L. Petty
Edwin P. Roarick
John I. Schilling
David H. Searby
Bernard Slaughter
Vick J. Steward
William A. Tyler
William H. Underwood
Jerry D. Watson

TUESDAY, June 24 [6 CE Hours]

8:00 AM - 7:00 PM	Registration Desk Open
9:00 AM - Noon	Kizer & Bender – “What Your Funeral Home Customers Really Want” & “The Science of Shopping: Setting Your Selection Room to Sell”
Noon - 1:30 PM	40/50 Year Licensee Luncheon (By Invitation Only)
1:30 - 3:15 PM	Professional Session and Service of Remembrance
3:30 - 4:30 PM	Elaine Hand – “Right People—Right Fit”
4:30 - 7:00 PM	Exhibit Floor Open - Take Me Out to the Ballgame Opening Party
7:00 - 10:00 PM	Illinois Wilbert Manufacturer’s Association Reception

WEDNESDAY, June 25 [6.5 CE Hours]

8:00 AM - 5:00 PM	Registration Desk Open
9:00 - 11:00 AM	Ron Rosenberg – “The Inner Secrets of Outrageous Marketing”
11:00 AM - 3:00 PM	Exhibit Floor Open - Includes light lunch at Noon
3:00 - 4:00 PM	“IFDA Preneed Trust Update”
4:15 - 5:45 PM	Ron Rosenberg – “Double Your Memory in 90 Minutes”
5:45 - 7:30 PM	President’s Party and Funeral Service Improv from “The Comedy Shrine”

THURSDAY, June 26 [3 CE Hours]

8:30 AM - 11:00 AM	Registration Desk Open
9:00 AM - Noon	Jack Adams – “Embalming in the Real World”

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Registration Information

Our registration fee structure allows you to pay one low fee to attend all three days of convention or to pay a separate fee to attend any one day only. A multi-day registration includes all social events and educational programs for every day of convention, including the Take Me Out to the Ballgame Opening Party on the Exhibit Floor and President's Party (including Improv Show!). A one-day registration includes all educational programs and the social events offered the day for which you register.

Register early! Additional charges apply for registrations received **after June 1, 2008**. 2008-2009 IFDA membership dues must be paid to register as a member.

■ Pre-registration for IFDA Members* until June 1, 2008:

- \$115 per licensee per day or
- \$165 per licensee for multiple days
- \$65 per non-licensed spouse/guest per day or
- \$90 per non-licensed spouse/guest for multiple days

■ Pre-registration for Nonmembers until June 1, 2008:

- \$230 per licensee per day or
- \$330 per licensee for multiple days
- \$130 per non-licensed spouse/guest per day or
- \$180 per non-licensed spouse/guest for multiple days

■ After June 1, 2008 and on-site registration for IFDA Members*:

- \$165 per licensee per day or
- \$215 per licensee for multiple days
- \$90 per non-licensed spouse/guest per day or
- \$115 per non-licensed spouse/guest for multiple days

■ After June 1, 2008 and on-site registration for Nonmembers:

- \$330 per licensee per day or
- \$430 per licensee for multiple days
- \$180 per non-licensed spouse/guest per day or
- \$230 per non-licensed spouse/guest for multiple days

**"Member" includes all licensees employed by a member funeral home.*

Children: Children seventeen and under may be registered by their parent(s) free of charge.

Students: Students of mortuary science will not be charged a convention registration fee provided they are registered through their school. If they are not registered through their school, all applicable registration fees will apply. Students must have their school IDs to register on-site.

Badges will be mailed to all registrants prior to convention.

REFUND POLICY

There is **no charge** for cancellations received by end of business (4:30 p.m.) on June 27. **No refunds will be given past that date.** Please fax your written cancellation to 217-525-8342 or e-mail jodi@ifda.org.

LOCATION OF EVENTS

Renaissance Hotel & Convention Center, 1920 Thoreau Drive, Schaumburg, Illinois.

HOTEL INFORMATION

The official hotel of the Illinois Funeral Directors Association's 128th Annual Convention is the Renaissance Hotel & Convention Center, 1920 Thoreau Drive, Schaumburg, Illinois, 847-303-4100. You are responsible for your own hotel reservations. **To make reservations, call Marriott reservations at 1-800-HOTELS1 (468-3571).** To book your room online, go to www.marriott.com.

The room rates at the Renaissance Hotel for the IFDA Convention are \$149 for single or double occupancy or \$169 for triple or quadruple occupancy. Check-in time is 4:00 PM. You may be able to check in earlier depending on occupancy levels and availability of rooms. Check-out time is 12:00 Noon.

Reservation cut-off is **June 1, 2008**. This means that any room reservations made after this date are subject to availability and may not receive the special convention rate.

Self-parking is complimentary for all hotel guests.

Frequently asked Questions

- Q.** If I register for one day only, do I have to indicate which day I will attend?
- A.** Yes. However, you may change days by calling IFDA in advance of convention or by stopping by the IFDA registration desk during the convention.
- Q.** If I register for one day only and then find I am able to attend for two or three days, do I have to pay an additional \$115 for the second day and another \$115 for the third day?
- A.** No. However, you will need to pay the registration fee for multiple days, which is an additional \$50.
- Q.** If I register for multiple days and am only able to attend one day, will IFDA refund the difference?
- A.** IFDA will refund the difference only if you return your badge to the IFDA registration desk and complete the ***Request for Refund*** form.
- Q.** If I pre-register and have to cancel completely, can I get a refund?
- A.** You may receive a FULL refund provided IFDA is notified by 4:30 p.m. on or before June 27, 2008. E-mail the cancellation to jodi@ifda.org or fax to 217-525-8342.
- Q.** What are the dates for the 2009 Convention?
- A.** June 29 - July 1 at the Crowne Plaza Hotel in Springfield, Illinois.

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EXHIBITORS (as of May 13, 2008)

COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #
Advanced Benefit Solutions, Inc.	223	Lincoln Heritage Funeral Planning	119
Anatomical Gift Association	313	Malcolm X College	307
ARTCO Casket Company	336	Meadow Hill Corporation	206
Aurora Casket Company	203	Memories By Design	209
Baines Professional Vehicles, Inc.	216	Messenger	225
Bass-Mollett Publishers, Inc.	202	Miller Architects & Builders	323
Batesville Casket Company	301	Mobility Resource Associates	430
Beyond Indigo	201	Monumental Life Preneed Ins.	113
Biological Resource Center of Illinois	306	Mortuary Lift Co.	232
Boeker Preneed Services	222	Museum of Funeral Customs	429
Carl Sandburg College	226	Mutual Distribution Systems	235
Catholic Church Extension Society	406	National Funeral Directors Association	314
CFL Preneed	324	National Hall of Records	231
Church & Chapel Metal Arts, Inc.	300	Nixon Consulting, Inc.	101
Commemorative Rosaries	107	Northeastern Eagle, Inc.	228 & 230
Contemporary Concepts, Inc.	340	Office of the Illinois Attorney General	330
Continental Computer	317	Paul Casket Co., Inc.	414
Deaton-Kennedy Company	326	Pekin Life Insurance Company	401
Dodge Company	130	Precious Memories	403
Donate Life Illinois	315	Regeneration Technologies	311
Eckels	224	Regions Morgan Keegan Trust	211
E-Wishes LLC	125	Riviera Tailors, Ltd.	207
Federated Funeral Directors of America	111	Rob-Win Press, Inc.	109
Federated Insurance	233	Royal Coachworks	106
Funeral Management Service, Inc.	200	Shanghai Custom Tailors	123
Funeral Service Credit Union	229	Southern Illinois University	116
Glitz & Glamour	131	Southland Medical Corporation	117
Goliath Casket, Inc.	126	Southwest Professional Vehicles	237
Graftobian Makeup Company	322	SRS Computing	124
Hanley Coach Sales	304	State Auto Insurance Co.	105
Hoffman Burial Supplies, Inc.	424	Status, Inc.	118
Homesteaders Life Company	319	Trappist Caskets	127 & 129
Illinois Funeral Directors Association	219	Trigard	114
Keith M. Merrick Company, Inc.	115	Wilbert Vault Co.	208
Knauers	112	Williams Casket Company, Inc.	308 & 310
Lake Forest Casket, Inc.	141	Woodmiller Fine Woodworking	103
Lake Shore Burial Vault Co., Inc.	309	Worsham College of Mortuary Science	427
LifeGem Memorial Diamonds	312	Yamaha Academic & Institutional Relations	418
Lights by H & H Industries, Inc.	214		



Convention Registration

Firm Name _____

Address _____

City/State/Zip _____

Telephone Number _____ Fax _____

Member Non-Member

Prices: (See page 6 for description of fee structure.) **By June 1, 2008** **June 2 or after**

MEMBERS

Multi-Day		
Licensed Illinois Member	\$165	\$215
Non Licensed Spouse/Guest of Member	90	115
Single Day (any one day)		
Licensed Illinois Member	\$115	\$165
Non Licensed Spouse/Guest of Member	65	90

NON-MEMBERS

Multi-Day		
Licensed Funeral Director and/or Embalmer	\$330	\$430
Non Licensed Spouse/Guest of Member	180	230
Single Day (any one day)		
Licensed Funeral Director and/or Embalmer	\$230	\$330
Non Licensed Spouse/Guest of Member	130	180

CHILDREN (17 and under) Free Free

Names of people registering from your firm or individually.

Name (print clearly)	<input type="checkbox"/> licensed member license # _____ <input type="checkbox"/> licensed non-member <input type="checkbox"/> spouse/guest <input type="checkbox"/> child	<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Multi-Day	Amount Due
Name (print clearly)	<input type="checkbox"/> licensed member license # _____ <input type="checkbox"/> licensed non-member <input type="checkbox"/> spouse/guest <input type="checkbox"/> child	<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Multi-Day	Amount Due
Name (print clearly)	<input type="checkbox"/> licensed member license # _____ <input type="checkbox"/> licensed non-member <input type="checkbox"/> spouse/guest <input type="checkbox"/> child	<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Multi-Day	Amount Due
Total Amount Due			\$

Check enclosed **or** Please charge my: MasterCard Visa Discover American Express

Account Number _____ Expiration Date _____

Cardholder Signature _____