International Cemetery, Cremation and Funeral Association
107 Carpenter Dr., Ste. 100 • Sterling, Virginia 20164
Phone: 703-391-8400 or 800-645-7700 • Fax: 703-391-8416

CONTINUING EDUCATION ATTENDANCE CERTIFICATION

Annual Convention & Exposition
New Orleans, LA • April 13-16, 2016

Following each session, please bring this form to the ICCFA Registration Desk to receive validations from ICCFA staff. Please note that if your state requires you to file a copy of this form with the state board in order to receive continuing education credits, ICCFA staff validations must be completed for each session. This program of the International Cemetery, Cremation and Funeral Association has been approved to provide CE credits by the Academy of Professional Service Practice and by the following states, with respective approval numbers indicated where applicable, and hours approved if less than the requested total of 17 hours.

The following states have expressly approved this entire program:
The following states have expressly approved this program with restrictions:
Attendees from the following states may apply for CE credits:
Due to costly fees and prohibitive administrative requirements **the ICCFA no longer offers CE credits in the following states:**

(PLEASE PRINT CLEARLY)

Name _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone No. (_____) _____ State(s) Licensed _____ FD Lic. # _____ Emb. Lic.# _____

	Time	CE Hrs.	~~ICCFA Validation~~
Wednesday, April 13, 2016			
1.		1	Ø
Thursday, April 14, 2016			
2. The Recipe for Success	9:30 – 10:30 am	1	1
3.The Secret	10:30 – 11:45 am	1	1
Friday, April 15, 2016			
4.Health, Wealth & Self	9:00 – 10:00 am	1	1
5.The Communication Revolution: Driving Growth Through Social Business	10:00 – 11:00 am	1	1
6. Breakout Sessions	2:00 – 3:00 pm	1	
a) Can We Really Borrow Business Strategy from Walmart? Ø			
b) Cremation Headaches: How to Handle the Day to Day Issues 1			
c) Turning a Small Town Cemetery into a big Asset Ø			
d) The Magic of Techni-ice and Wax Paper 1			
e) Protect and Preserve Your Client's Legacy 1			
7.Breakout Sessions	3:00 – 4:00 pm	1	
a) Pre-Planning 2.0 : How to Use Digital Marketing to Generate Leads Ø			
b) Cremation Statistics: Turning Trends into Action 1			
c) Challenging Traditional Cemetery Development Ø			
d) When the Body Arrives in a Prius Ø			
e) Adding Pet Loss Services to Your Business Ø			
8.Breakout Sessions	4:00 – 5:00	1	
a) 5 Simple (and Free) Ways to Enhance Your Website 1			
b) Bringing Leads into Your Sales Pipeline Ø			
c) Improving Your Most Valuable Asset Through Smart Technology Ø			
d) Green Design & Innovation Ø			
e) Developing a Relationship that Matters 1			

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Saturday, April 16, 2016

9. Understanding Where We Have Been is Guiding Where We Are Going	**8:00 – 9:00 am**	~~1~~	Ø
10. Breakout Sessions	**9:00 – 10:00 am**	**1**	
a) Adapt or Die: Technology Trends Disrupting Consumer Behavior 1			
b) Win / Win in the Arrangement Conference 1			
c) Stay Relevant: Giving Families What They Want 1			
d) When Does a 1% Increase Mean a 20% Decline for your Trust? Ø			
e) ~~Decoding~~ Decorating Your Funeral Home 1			
11. Government & Legal Panel 1	**9:00 – 10:30 am**	~~1.5~~	1
12. Breakout Sessions	**10:00 – 11:00 am**	**1**	
a) Cremation Garden Development Ø			
b) What to Do with Unclaimed Cremains 1			
c) Inconvenient Truths about Funeral & Cemetery Marketing Ø			
d) Why Bigger is Better: The Fastest Way to Grow Your Business Ø			
e) Growing Revenue from Past, Present and Future Consumers Ø			
13. Dueling Funerals	**10:30 – 12:00 pm**	**1.5**	1.5
14. Breakout Sessions	**11:00 – 12:00 pm**	**1**	
a) Growing the Triple Bottom Line: People, Planet and Profit Ø			
b) The Memorial Idea 1			
c) How to Become "Mayor" of Your Town without the Politics 1			
d) Staff Retention: How to Keep the Best and Change the Rest Ø			
e) Providing for the Next Generation: Succession Planning in the Pet Loss Industry Ø			
15. Breakout Sessions	**12:00 – 1:00 pm**	**1**	
a) Death Embrace: NOLA Tombs and Burial Customs 1			
b) Trauma and Healing in the Funeral Home 1			
c) Growing Your Preneed Business 1			
d) Vital Signs: Is Your Funeral Business Healthy Ø			
e) Benefits Available to Your Veteran Families 1			
f) Roundtable: Details of a Pet Loss Business Ø			
16. Cemetery Tours (Lake Lawn Metairie & St. Louis Cemetery)	**2:00 -5:00 pm**	~~3~~	1
17. Expo Hall Networking		~~1~~	Ø
17. Closing DINNER			

(Due to concurrent sessions the maximum possible number of CE credits hours available is 17)

TOTAL CE HOURS COMPLETED: _____

ICCFA STAFF VALIDATION _____

Signature/Title/Date

ICCFA: Top Copy PARTICIPANT: Bottom Copy