

Speakers

Tim Amos has 14 years of experience in marketing preneed funerals. He is vice president for advance funeral planning, Southern Region, for Stewart Enterprises Inc., where he has worked for three years. He previously started advance planning programs in four states as a Forethought representative for Hillenbrand Industries.

Partnering to Sell Funerals Preneed
Friday, 4 – 4:50 pm

Thomas J. Barnard, CPA, is vice president, strategic sales, for Fortis Family. He has an MBA degree and extensive experience in funeral service, preneed insurance sales and trust funding. He has worked with hundreds of organizations to increase their preneed sales. He is a frequent contributor to industry trade magazines and programs.

Partnering to Sell Funerals Preneed
Friday, 4 – 4:50 pm

Lisa A. Baue is president and CEO of Baue Funeral Home Company and St. Charles Memorial Gardens Cemetery in St. Charles County, Missouri.

Baue is co-chair of the ICFA 2000 Convention & Exposition

David Brownworth is vice president of sales for the Buchanan Group. For 18 years, he was executive director of public relations and marketing for Cedar Memorial Cemetery and Funeral Homes in Cedar Rapids, Iowa. He has served two terms on the ICFA Board of Directors.

Leads, Leads, Leads
Friday, 5 – 5:50 pm

Joseph Budzinski is the ICFA's director of communications and membership services and computer systems administrator.

Internet 101
Friday, 4 – 4:50 pm

Carol Caunter is vice president marketing, Canada, for Service Corporation International. She is ICFA vice president for the Membership Steering Committee and chairs the ICFA's Marketing Committee, responsible for the two most successful sales conferences in the association's history.

Sales Trends That Mean Business
Friday, 1 – 1:50 pm

Ben Coleman is vice president of sales for TheFuneralCompany. He was formerly senior vice president of sales and marketing for Stewart Enterprises Inc. He has more than 17 years of experience in sales, marketing and management and is a member of the ICFA's Board of Directors.

Coleman is co-chair of the ICFA 2000 Convention & Exposition

Andrew J. Conroy III is president of Spring Grove Cemetery & Arboretum in Cincinnati, Ohio, the second-largest nonprofit cemetery in the country. He is a past president of the American Cemetery Association and of the Ohio Association of Cemetery Superintendents and Officials.

Tax Seminar
Friday, 1 – 2:50 pm

Patrick Fant spent 30 years in broadcasting, including management of major market radio properties. Two years ago, he and a broadcasting colleague came up with the concept of personalized caskets after noticing an ad for casket sellers. A year ago, Whitelight Casket Company, of which Fant is president and CEO, shipped its first casket. The company has gotten more than \$46 million in free publicity through articles and television spots and now operates in 41 states and nine foreign countries.

Needs-Based Selling of Funeral Merchandise
Friday, 3 – 3:50 pm

Daren B. Forbes is general manager, employee owner and vice president of Horan & McConaty Funeral Service. He has served on the board of directors of the Colorado Funeral Directors Association.

The Columbine Tragedy: Lessons Learned
Friday, 1 – 1:50 pm

John W. Gary Jr. is vice president of J. Stuart Todd Inc. He is a registered architect and interior designer, writes frequently about funeral home/cemetery design and construction for trade magazines and has been a featured speaker at the National Funeral Directors Association convention. He worked in real estate and marketing before joining J. Stuart Todd.

Funeral Homes of the Future
Friday, 4 – 4:50 pm

Paul G. German Jr., CPA, is a partner in McLean, Koehler, Sparks & Hammond of Frederick, Maryland, a public accounting firm providing accounting, tax and consulting services for businesses. He leads the firm's Death Care Industry Team, which serves more than 180 cemeteries and funeral homes. He is a frequent speaker on tax, accounting and business-related issues for cemeteries.

Tax Seminar
Friday, 1 – 2:50 pm

Pamela Gordon, CCE, is owner and president of Eternal Hills Memorial Gardens and Funeral Home in Klamath Falls, Oregon, and president of Safety Administration Consultants. She is co-chair of the ICFA Personalization of Products and Services Committee.

Personalization
Friday, 5 – 5:50 pm

Martha Kampen is head of Kampen Consultants, a marketing firm in St. Peters, Missouri.

Selling the Value of Your Services
Friday, 5 – 5:50 pm

Daniel P. Majestic is marketing manager for the Bronze Division of Matthews International Corporation, for whom he has worked since 1961, and president of the International Memorialization Supply Association. He is a member of The American Marketing Association.

Hot Products
Friday, 2 – 2:50 pm

Fred W. Miller, CCE, is executive director of Pensacola Memorial Gardens in Pensacola, Florida, and president of Memorial Business

Systems in Nashville, Tennessee, a software development company for cemeteries and funeral homes.

Internet 101
Friday, 4 – 4:50 pm

Michael S. Pepperman, Esq., is an associate in the Labor Relations and Employment Law Department of the law firm of Obermayer Rebmann Maxwell & Hippel LLP. Prior to joining Obermayer Rebmann Maxwell & Hippel LLP, Pepperman worked as an associate at Proskauer Rose in Clifton, New Jersey, and Stokes & Murphy in Atlanta, Georgia.

Violence in the Workplace
Friday, 3 – 3:50 pm

Mike Pierce has been a national account manager for American Recruitment Conferences since 1997. He was formerly a self-employed insurance broker and a nationwide cellular sales representative.

Recruiting Good Salespeople
Friday, 3 – 3:50 pm

Leslie J. Schneider, CPA, is a shareholder of the Washington, D.C., law firm of Ivins, Phillips & Barker. He was formerly special assistant to the assistant secretary for tax policy at the Treasury Department, attorney-adviser in the Treasury's Office of Tax Legislative Counsel and adjunct professor of income tax accounting at Georgetown University Law Center, from which he graduated.

Tax Seminar
Friday, 1 – 2:50 pm

Irwin W. Shipper, CCE, is chairman of the ICFA Government and Legal Affairs Committee. He began his career in the cemetery business in 1947 and obtained his law degree in 1981. He is a past president of ICFA.

Tax Seminar
Friday, 1 – 2:50 pm

David W. Tackett, M.Div., CFSP, is academic dean of the Cincinnati College of Mortuary Science, where he has worked for four years. He is a licensed funeral director and embalmer and an ordained minister and has worked in each field.

Managing Generational Diversity in the Funeral Home, Friday, 1 – 1:50 pm

Cynthia A. Thompson is the president of Mountain View Funeral Home and Memorial Park in Tacoma, Washington. A fourth-generation cemetery and third-generation funeral director, she has been with Mountain View for 12 years. She is a member of the ICFA Board of Directors and chairs the Multicultural Education and Resource Committee.

Personalization
Friday, 5 – 5:50 pm

Alex P. Trostorff is a partner in Jones, Walker, Waechter, Poitevent, Carrère & Denègre, a New Orleans, Louisiana, law firm which is outside tax counsel for Stewart Enterprises Inc. He has served on numerous professional committees dealing with tax issues and is listed under tax law in *The Best Lawyers in America*.

Tax Seminar
Friday, 1 – 2:50 pm