

ICFA'S **K**EEPING **I**T **P**ERSONAL Awards
For The Best In Personalization



2002 Entry Form Deadline for receipt of entries at ICFA office: **December 6, 2002**

*Please type or write legibly. Entrants must be ICFA members in good standing.
FORMS MUST BE SIGNED (bottom of page.)*

1. ENTRANT

Your name: _____
 Job title: _____
 Company name: _____
 Address: _____
 City: _____ State: _____
 Zip: _____ e-mail: _____
 Telephone: _____ FAX: _____
 Company's Web site address: _____

2. CATEGORY OF ENTRY: (Check one and fill in appropriate blanks)

- Special Event/Workshop costing less than \$1,000
 Approximate cost: _____ Approximate number of (non-staff) participants: _____
- Special Event/Workshop costing more than \$1,000
 Approximate cost: _____ Approximate number of (non-staff) participants: _____
- Magic Moment
- Product That Personalizes (must be a product which you sell)

3. TELL US ABOUT YOUR PERSONALIZATION SUCCESS:

- a. Describe your magic moment, product or event in 500 words or less. **Your letter MUST be typed.** Remember, *judges are not cemetery/funeral professionals*, so it is best to avoid industry jargon and explain things the way you would in talking to a non-industry relative or friend. Judges will be asked to rate entries considering **1)** creativity, **2)** response from clients/customers and **3)** their own personal reaction to the event/magic moment/product.
- b. Please attach any photographs, newspaper clippings, brochures, letters or invitations that relate to your entry. (Judges in the 2001 contest stressed the importance of this type of backup material.) Please save copies for your own records. We **cannot** return materials; they become ICFA property.
- c. Include any helpful tips you have based on your experience with this event/magic moment/product.

- You may submit **as many entries as you wish** in all categories, but you must fill out a separate form for each entry.
- Winning entries (including honorable mentions) may not be resubmitted.
- **You may resubmit entries from 2001 that did not win.** However, you must fill out this form and submit it—last year's entries are not automatically carried over to this year. You may submit additional photos and other information to be added to what was submitted last year.
- Events/workshops must have taken place between **December 1, 2001, and November 30, 2002.**
- Entrants acknowledge the ICFA has the right to publish and make promotional and educational use of their entries.

4. SIGNATURE: _____

Winners will be notified in January and will be expected to supply magazine-quality photos of themselves and other photos and information as requested for publication in International Cemetery & Funeral Management magazine and for inclusion in the KIP display for the ICFA 2003 Convention in Las Vegas, Nevada.

Submit entries to: ICFA KIP Awards, attn: Susan Loving, 1895 Preston White Drive, Suite 220, Reston, VA 20191
Questions? Contact Julie Burn, 708.865.1600, jburn@wilbertinc.com; or Susan Loving, 1.800.645.7700; sloving@icfa.org



The KIP awards are sponsored by the International Cemetery and Funeral Association's Personalization Committee. Founded in 1887, the ICFA is the only international trade association representing all segments of the cemetery, funeral and memorialization industry. Visit the ICFA's Web site at www.icfa.org.

Best in Personalization



ICFA'S KEEPING IT PERSONAL Awards

For The Best In Personalization

■ **Gain industry and public recognition for your company and employees!**

Who's Eligible?

Any ICFA member!

- Cemeteries
- Funeral Homes
- Monument Retailers
- Suppliers

What's Eligible?

■ **Anything you do to personalize your service to each family!**

What Does It Cost?

■ There is no entry fee.

How Do I Enter?

■ There is an entry form on the reverse side; follow the instructions.

Can I Enter More Than Once?

■ You may enter as many times as you like.

Who Judges?

■ A panel of independent marketing experts.

Questions?

■ **Committee Chair Julie Burn** 708.865.1600; jburn@wilbertinc.com

■ **ICFA Staff Liaison Susan Loving**
1.800.645.7700, ext. 222; sloving@icfa.org

CALL FOR ENTRIES

Entry form is on reverse side. Need more forms? You may photocopy this one, download another at www.icfa.org or call the ICFA at 1-800-645-7700.

WHAT ARE THE KIP AWARDS?

The KIP (Keeping It Personal) Awards for the best in personalization were created by ICFA's Personalization Committee to recognize outstanding examples of personalization of services and products in the death care industry. The first awards were given out at ICFA's 2002 convention. Read about them at www.icfa.org.

WHAT ARE THE 3 AWARD CATEGORIES?

1 Special Events Award For the most creative workshop, seminar or holiday event sponsored by your cemetery or funeral home from December 1, 2001, to November 30, 2002. The event must include the participation of your clients and/or the general public. Such events may include, but aren't limited to, themes that are educational, commemorative, charitable, celebratory, financial or psychological in nature. **Note: An event does not have to be big and costly to be personal and imaginative. There will be two winners of the Special Event KIP Award—one for events costing less than \$1,000 and one for events costing more than \$1,000.** It's the thought, and the response from your families/the general public that count.

2 Magic Moments Award For the most creative and meaningful "best practice" or service that helps differentiate you from others. The idea behind the Magic Moment Award is to find that special "thing you do" that delights the client by demonstrating an unexpected personal touch.

3 Products That Personalize Award For the product or service you sell that reflects the character of the person memorialized in a personal and meaningful way. The product may be physical or virtual and includes, but is not limited to, memorials, monuments, urns, art, printed material and Web-based tributes. A product must be something for which you charge.

WHAT'S CHANGED FROM LAST YEAR'S CONTEST?

- The entry deadline (**DECEMBER 6, 2002**) is earlier, because next year's convention, when KIP Award winners will be recognized, is earlier.
- The definition of Category 3, Products that Personalize, has been refined to cover only **products for which customers pay**. Personalized touches for which you do not charge extra should be entered in the Magic Moments category.

WHAT ARE THE REWARDS FOR WINNING?

■ Winners will receive their prizes during the awards program at the ICFA Annual Convention & Exposition in Las Vegas, Nevada, March 10-13, 2003. Winning entries will be showcased in the Exhibit Hall.

■ The company whose entry is selected as grand prize winner will receive one free registration to the ICFA's 2003 Convention in Las Vegas.

■ International Cemetery & Funeral Management will publish articles on the winners. The ICFA will send out press releases about the winners to the trade press and will provide all winners with press releases they can send to local media.

Committee Members: Julie Burn (chair), Stephen Bittner, David Brownworth, Linda Darby-Sempsrott, Slivy Edmonds Cotton, Lynn Illig, Tom Robinson

The 2002 KIP Awards will be presented at the ICFA Annual Convention & Exposition in Las Vegas, Nevada, March 10-13, 2003