

ICFA'S KEEPING IT PERSONAL Awards

For The Best In Personalization



CALL FOR ENTRIES

Entry form is on reverse side. Need more forms? You may photocopy this one or call 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. All entries will receive recognition; prize winners will be honored at the ICFA Annual Convention in Orlando, Florida, April 24-27, 2002.

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 during 2001. 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.

EXAMPLE: A Valentine's Day gathering at a funeral home to which all those who have lost a loved one the prior year are invited. A harpist and soloist provide music and a minister provides words of encouragement; all attendees receive a pink rose and each family receives a crystal heart with the deceased's name printed on it.



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.

2 Magic Moments Award

For the most creative and meaningful "best practice" or service that is utilized on a regular basis at your cemetery or funeral home 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.

EXAMPLE: A cemetery gives a small stuffed toy to each young child who accompanies a parent making arrangements.



3 Products That Personalize Award

For the product or service that reflects the character of the person memorialized in a way that is personal and meaningful. The product may be physical or virtual and includes,

but is not limited to, memorials, monuments, urns, art, printed material and Web-based tributes.



EXAMPLE: A video, produced in time to show at the funeral, consisting of scanned photos of the individual who is memorialized.

What Do I Get For Entering? For Winning?

- All entries will be recognized with a certificate of achievement.
- Winners will receive their prizes during the awards program of the ICFA Annual Convention in Orlando, Florida, April 24-27, 2002. 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 2002 Convention in Orlando.
- The ICFA's magazine, International Cemetery & Funeral Management, will write articles on the winners and will recognize all entrants.
- ICFA will send out press releases about winners to trade and local press.

■ 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 Co-Chair
Julie Burn 708.865.1600
- Committee Co-Chair
Pam Gordon 615.373.0110
- ICFA Staff Liaison
Susan Loving
1.800.645.7700, ext. 222

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For The Best In Personalization



2001 Entry Form Deadline for receipt of entries at ICFA office: **January 15, 2002**

Please type or write legibly. Entrant must be an ICFA member in good standing.

1. ENTRANT

Your name: _____

Company name: _____

Address: _____

City: _____ State: _____

Zip: _____ e-mail: _____

Telephone: _____ FAX: _____

2. CATEGORY OF ENTRY: (Check one)

- Special Event/Workshop costing less than \$1,000
- Special Event/Workshop costing more than \$1,000
- Magic Moment
- Product That Personalizes

3. TELL US ABOUT YOUR PERSONALIZATION SUCCESS:

- Describe your magic moment, product or event in 500 words or less. Be sure to include both the response you received from families and/or the public and any helpful tips you have based on your experience.
Your letter MUST be typed.
- Please attach any photographs, newspaper clippings, brochures, letters or invitations that relate to your entry. Please save copies of materials for your own records. We **cannot** return materials; materials become the property of the ICFA.

- You may submit as many entries as you wish in all categories, but you must fill out a separate form for each entry.
- Events/workshops must have taken place during calendar year 2001.
- Entrants acknowledge the ICFA has the right to publish and make promotional and educational use of their entries.

4. SIGNATURE: _____

Submit entries to: ICFA KIP Awards, attn: Susan Loving, 1895 Preston White Drive, Suite 220, Reston, VA 20191. Receipt of entries will be acknowledged. If you are not notified within 3 weeks that your entry has been received, contact ICFA staff member Susan Loving, 1-800-645-7700, ext. 222, sloving@icfa.org.

QUESTIONS? CONTACT PERSONALIZATION COMMITTEE CO-CHAIRS:

- Julie Burn 708.865.1600
- Pam Gordon 615.373.0110

COMMITTEE MEMBERS:

- Stephen Bittner 513.482.4341
- Fred Miller 615.373.0110
- David Brownworth 480.682.2669
- Tom Robinson 706.283.2551
- Linda Darby-Sempsrott 623.584.1689
- Aaron Shipper 212.677.9525
- Lynn Illig 412.571.5580

ICFA STAFF LIAISON: Susan Loving 1.800.645.7700, ext. 222, 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.