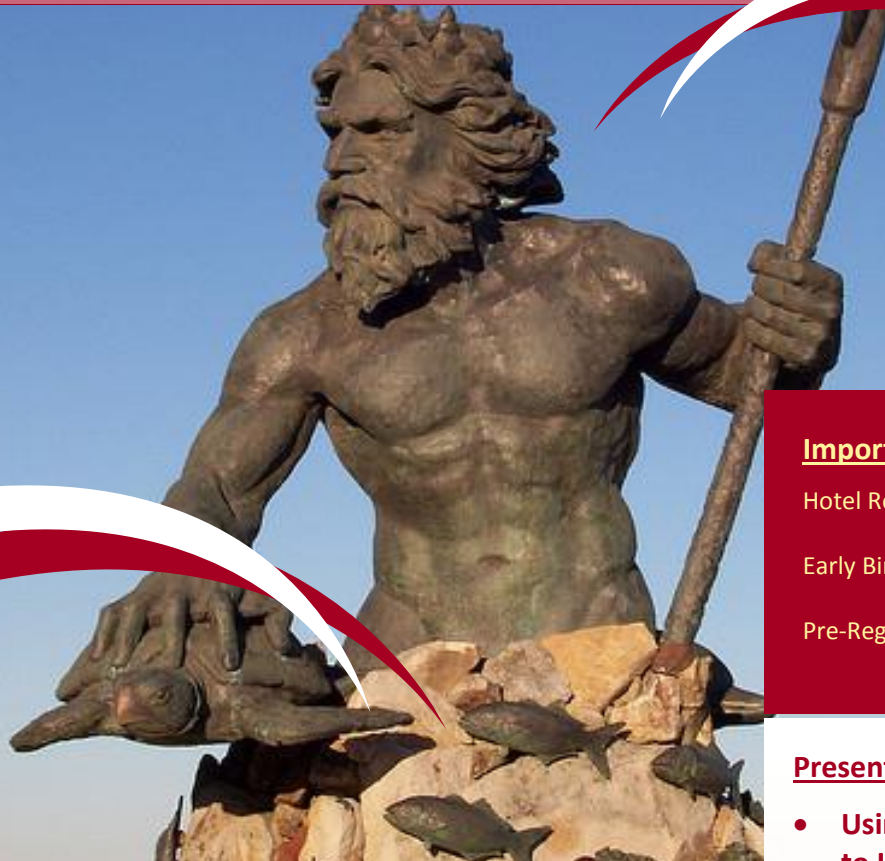


Association of Independent Funeral Homes of Virginia 2012 Annual Convention

Hilton Oceanfront Virginia Beach

July 20-22, 2012



The Association of Independent Funeral Homes of Virginia has a history of bringing the nation's best speakers to our educational conferences.

We welcome and encourage attendance of owners, managers and all funeral service licensees of Virginia independent firms.

Recognizing the roots of successful independent firms follow family traditions, WE WELCOME THE ENTIRE FAMILY.

We promise you a weekend of fun & fellowship, complete with informative, educational learning opportunities!

Important Dates:

Hotel Room Reservation Deadline
June 19, 2012
Early Bird Registration Deadline
July 1, 2012
Pre-Registration Deadline
July 11, 2012

Presentations:

- **Using Telecommunications to Improve Quality and Service to Families**
- **3 Simple Strategies to Increase Your Bottom Line**
- **Data Fluidity and How to Utilize Technology to Maximize Efficiency**
- **An Update of Your Laws & Regulations**
- **Face to Face with the FTC**

Other Activities:

Board of Directors Meeting

Friday Evening Welcome Reception

Saturday Exhibit Hall & Trade Show

Saturday Evening Reception,
Banquet and Casino Night
(Sponsored by Aurora Casket Co.)

Program Offerings

Using Telecommunications to Improve Quality and Service to Families

-Kevin Czachor, ASD - Answering Service for Directors

This presentation will focus on how funeral professionals can better serve and address the growing needs of families they serve by utilizing the latest advancements in technology. In order to respond to families and meet their needs, funeral directors must remain available to families 24/7. Having developed telecommunication strategies for 25% of the nation's funeral homes, the presenter will examine mobile solutions to help funeral professionals conduct their business on the go without sacrificing quality of service. Emphasis will be on using technology to improve high standards of service, communication with families to address their needs, and enhancing services offered. Participants will analyze various scenarios under which telecommunications plays a vital role in the customer experience and focus on ways funeral homes can increase service with the proper application of progressive cellular and internet technology.

(Qualifies for 1 Hour of Continuing Education Credit)

3 Simple Strategies to Increase Your Bottom Line

-Jamie Meredith, C&J Financial

In 3 Simple Strategies, Jamie Meredith shares personal insight into how your funeral home can help families receive the service they want without worrying about how much they have in their checking account. You will learn how implementing these 3 simple strategies can increase an average at need sale by as much as 20%, improve cash flow and your bottom line, while providing an exceptional benefit and value to the families you serve.

Data Fluidity and How to Utilize Technology to Maximize Efficiency

-Matt Dugas, SRS

Can your management software communicate with others? Software integration is helping funeral directors to reduce redundancy and complete their work more efficiently. Through use of advanced database driven systems it is now possible to have marketing combined with Customer Relations Management to provide more service to families and help drive sales. Cohesive software can minimize the amount of work you do and maximize your business potential. Learn how successful funeral homes are using their data efficiently to do more than "fill out forms".

An Update of Your Laws & Regulations

-Lisa Hahn, VA Board of Funeral Directors & Embalmers

The Virginia Board of Funeral Directors and Embalmers is your licensing and regulatory board in Virginia. Lisa Hahn serves as the distinguished Executive Director of this board and as such is an expert in the laws and regulations in Virginia which govern your profession. Mrs. Hahn will provide a review of current laws and regulations, citing many specific FAQ and other issues that come before the state board. This one hour session will give you an overview of the ins and outs of how your profession is regulated in Virginia.

(Qualifies for 1 Hour of Continuing Education Credit)

Face to Face with the FTC

-Craig Tregillus, Federal Trade Commission

Join us for the rare opportunity to meet face to face with FTC Staff. Craig Tregillus will update and remind all of the various pieces of the FTC Funeral Rule, including compliance with the Rule. The FTC was established in 1914, under President Woodrow Wilson, as a government agency to investigate and eliminate unfair and deceptive practices in business. The Commission's Funeral Rule was designed to protect consumers by requiring that they receive adequate information concerning goods and services they may obtain from a funeral provider. In addition to updates and hopefully an opportunity for Q and A, the presentation will review terms (funeral provider, funeral goods and funeral services), and specific consumer rights, and reminders as to what is needed for compliance.

(Qualifies for 1 Hour of Continuing Education Credit)



Sponsors

Board Meeting Refreshment Break

Phil's Coaches

Friday Evening Reception

Provider/Horizon Trust

Saturday Audio Visual Sponsor

Bill Black Cadillac

Saturday Continental Breakfast

Roland Vaults

Saturday Refreshment Break

Bill Black Cadillac

Saturday Evening

Reception/Banquet/Casino Night

Aurora Casket Company

Sunday Audio Visual Sponsor

OPEN

Sunday Continental Breakfast

Roland Vaults

Sunday Refreshment Break

OPEN

General Membership Meeting

Batesville Casket Co

General Education (Grant) Sponsor

OPEN

3 Hours of CE

Credit Available



Schedule of Events:

FRIDAY JULY 20, 2012

2:00 pm – 5:00 pm IFHV Board of Directors Meeting

6:00 pm – 7:15 pm IFHV Registration & Reception

Dinner on your own

SATURDAY, JULY 21, 2012

8:00 am – 9:00 am Registration, Continental Breakfast & Table Top Exhibits

9:00 am – 10:00 am *Using Telecommunications to Improve Quality and Service to Families*

10:00 am – 11:00 am *3 Simple Strategies to Increase Your Bottom Line*

11:00 am – 11:15 am Refreshment Break & Table Top Exhibits

11:15 am – 12:15 pm *Data Fluidity and How to Utilize Technology to Maximize Efficiency*

12:15 pm – 6:30 pm Free Time to Enjoy Sun, Surf, Resort Activities & Networking

06:30 pm – 10:30 pm IFHV's Casino Royal (At the Sheraton Hotel)
(Reception, Banquet & Casino Night)

SUNDAY, JULY 22, 2012

8:00 am – 8:30 am Continental Breakfast

8:30 am – 9:30 am *An Update of Your Laws & Regulations*

9:30 am – 11:00 am *Face to Face with the FTC*

11:00 am – 11:15 am Refreshment Break

11:15 am – 12:15 pm IFHV Annual General Membership Meeting

Pre-Registered Exhibitors

More to come....

ASD

Aurora Casket Company

Bass-Mollet Publishers

Batesville Casket Company

Bill Black Cadillac

C&J Financial

Homesteader's Life Company

Jones Professional Vehicles

Phil's Coaches

Provider/Horizon Trust

Regulatory Support Services

Richards-Wilbert, Inc./Burruss Vaults

SRS

Directions to the Oceanfront Hilton

From 95 North or South, take 64 East to I-264 East.

Continue to end of interstate at Atlantic Ave. and go north to 31st Street.

And, remember to bring your bathing suit & sunscreen.

Dress for all events is "casual" (Sorry, no t-shirts or bathing suits at educational sessions.)

On-Site Parking

Self Parking: Complimentary for Overnight Guest
Valet Parking: \$11.00 Per Day

CONVENTION REGISTRATION FORM... For Those Affiliated with Independent Firms Only

Business Name: _____

Address: _____

Office Phone: _____

Office Fax: _____

Email: _____

Full Registration- IFHV Firm Member Owners, Managers & all Funeral Service Licensees of an IFHV member firm

Includes 2 receptions, 2 continental breakfasts, education sessions (3 hrs. CE credit), & Annual Banquet & Casino Night

\$___ \$225 per IFHV Member, Manager, or Funeral Service Licensee

X___ # of Persons (full registration, including attending education sessions)

\$___ Total

Printed Names for Badges: _____

Full Registration- NON MEMBER Firms *(Join IFHV to receive the discounted Member Registration Rate.)*

Includes the same amenities as a IFHV Firm Member

\$___ \$325 per Non IFHV Member, Manager, or Funeral Service Licensee

X___ # of Persons (full registration, including attending education sessions)

\$___ Total

Printed Names for Badges: _____

SOCIAL REGISTRATION Spouse or youth, must accompany full registrant

Includes 2 receptions, Annual Banquet and Casino Night

\$___ \$75 per Spouse, Guest

\$___ \$35 per Youth (Ages 3-18) (0-3, Free)

X___ # of Persons (social registration)

\$___ Total

Printed Names for Badges: _____

\$___ **\$25 LATE FEE PER ADULT** for Registration **RECEIVED AFTER July 1, 2012**

\$___ **GRAND TOTAL** Make Checks Payable to IFHV & Mail with this Completed form to IFHV.

If paying by credit card, fill out all information and send to IFHV by mail or fax. (804-643-0311).

Check # _____ Check Amount: _____

OR

___ Mastercard ___ VISA _____ (Printed name on card)

Acct # _____ Exp Date _____

\$_____ total amount authorized to charge on credit card _____

(Authorized signature- required)

REGISTER PRIOR TO JULY 1, 2012 FOR \$25 EARLY BIRD DISCOUNT

IFHV... Virginia's Premier State Association for Independent Funeral Homes

Not a member? We offer a 100% Guarantee for New Members

The association of Independent Funeral Homes of Virginia (IFHV) is confident you'll like what we do and what we stand for. We're so confident that we are offering a special 100% Guarantee on your membership dues for 2012. (For new members only.)

Join IFHV by completing the one page application and returning it with your annual dues for 2012. If you don't believe IFHV membership provides you with REAL VALUE, prior to December 1st, 2012, simply drop us a note and we'll refund your 2012 dues in full. All we ask is that you (1) attend our July annual education conference, OR (2) attend an IFHV Board meeting, OR (3) serve on an IFHV Committee.

IFHV membership consists of approximately 100 independent Virginia Funeral homes and we want to share the IFHV excitement with more Virginia independents. We are the only statewide funeral home association dedicated to serving the unique and special interest of Virginia's independents.

We are strong advocates for our profession with a proven track record of success. IFHV is financially secure, noting we've only increased our membership dues once in the past 15 years. Additionally, our Executive Director has over 30 years of experience in association management, including over a decade representing the funeral industry.

Our Board of Directors and policy decision makers are all owners of independent firms. IFHV dedicates itself to defending, promoting and advocating the interests of Virginia's independent funeral homes. We encourage you to review our website at www.IFHV.org. We GUARANTEE you'll find IFHV membership rewarding and hope to receive your application.

With Best Regards,
Tom Gale, President

IFHV Membership Application

Abbreviated Version- (For a Full Membership benefits packet, please contact Bo Keeney, Associate Director at 804-643-0312)

Name of Business: _____ Owner's Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Fax: _____ # of Locations: _____ # Svc. Per Yr. _____

Dues Schedule:

0-50 Services Per Year	\$175
51-150 Services Per Year	\$315
151-300 Services Per Year	\$595
301-500 Service Per Year	\$880
500 + Service Per Year	\$1,155
Associate Member (Vendor)	\$315

Send Completed Form & Check Payable to
"IFHV"
118 North 8th Street
Richmond, VA 23219

IRS Required: Dues, contributions or gifts to IFHV are not tax deductible as charitable contributions for income purposes but may be tax deductible as ordinary and necessary business related expenses subject to restrictions (federal definition of Allobying[®]) imposed as a result of IFHV lobbying activities. IFHV estimates the non-deductible portion of your annual dues, the portion of which is allocable to lobbying, is 20%.

\$ _____ TOTAL Check # _____ Check Amount: _____

OR ___ Mastercard ___ VISA _____ (Printed name on card)

Acct # _____ Exp Date _____

(Authorized signature- required)

Things to Do at the Premier Hilton Oceanfront Hotel

SALON @ 31st
Day Spa



Kids' Playground at the Beach

Adjacent to the hotel is a kids' playground fit for a king. This castle themed playground next to King Neptune's statue keeps kids entertained for hours. In addition to being fun the playground is clean and safe. It is cleaned and maintained daily and the equipment is made with state-of-the-art materials that ensure stability.



Resort Sports

Resort Sports features top-of-the-line rental equipment. You can rent almost anything: bikes, beach games, rollerblades, surfboards, water sports equipment, beach games, electronics and more. Classes in surfing, tennis or water aerobics are also available, as are money-saving package deals on rentals and activities. Open year-round, Resort Sports is located in the Vacation Market stores at the corner of 31st Street and Atlantic Avenue.



Yoga

It can be hard to find the time for yourself at home to relax your mind, exercise and strengthen your body, and rejuvenate your soul. On your vacation, one yoga class can do all of these things for you—all at once. The Hilton offers its guests a free yoga class. Visit the Guest Services and Activities desk in the hotel lobby or call 213-3000 ext. 5159 for available days, times and locations.



Concierge/ Beach Services

Our full service concierge desk is here to help you with all of your activity and beach amenity needs. Whether you are looking for discount tickets to an area attractions or lounge chairs to soak up the sun, we can help. Leave your beach towels and chairs at home, because we have them taken care of for you. Each room is welcome to towels and two complimentary Adirondack style chairs per day. Upgrades are available from plush pillow top chaise lounges to pool-side and oceanfront cabanas. Stop by our desk today to see how our services can help enhance your beach vacation.

Enjoy Your Dining Experience





Some of the IFHV Member Benefits

- Discounts on all IFHV sponsored CE Events; including the Annual Conference, One Day CE Seminar, and the Cremation Certification Course.
- Discounts and rebates with Aurora Casket Company:
 - No minimums required and exclusive to IFHV Members
 - Highest Member Discount of Any State Association
 - 17% Discount plus additional year end rebates
- An Annual Directory, including updates to Virginia's laws and regulations affecting funeral service licensees.
- Quarterly Newsletters which provide relevant and timely updates to the funeral service professional.
- Discounted rates on your music license.
- IFHV offers a free, no obligation, review of member firm's *group health insurance plans*. Often IFHV endorsed group health insurance plans can provide savings to our member firms.
- IFHV members, their employees and families are eligible for special preferred rates on *Long Term Care Insurance*.
- IFHV members are eligible for special preferred rates on *Income Disability Insurance*.
- We monitor *regulatory activities* of the Virginia Board of Funeral Directors and Embalmers to ensure that the business and professional interests of independents are considered.
- IFHV is widely recognized as a *successful and influential voice in legislative issues considered by the Virginia General Assembly*. Many of IFHV's legislative initiatives serve as a model for other states.
- Listing on the IFHV website under the "Find a Funeral Home" search feature.
- A knowledgeable staff who can assist you with any questions that might arise, call us at 804-643-0312 or email us at IFHV@aol.com

CASINO NIGHT



At the Sheraton Oceanfront Hotel

Hotel Reservation Information

Hilton Virginia Beach Oceanfront
3001 Atlantic Avenue, Virginia Beach, VA 23451

For Hotel Room Reservations Call: 1-800-HILTONS

-Mention the Association of Independent Funeral Homes of Virginia (IFHV)
To receive group discounted rate.

JUNE 19 is the Deadline to make Hotel Room Reservations

This is peak season and the hotel will sell out.

CALL TODAY!!!

IFHV Group Rate: \$283 per night for Run of the House Room

Check in time is 4:00 pm and Check out time is 11:00 am

All guestroom rates are subject to state and local taxes, currently 13%, plus \$1.00 per room per night occupancy tax. Taxes are subject to change without notice. For triple and quadruple occupancy there is a \$20.00 additional charge per adult per room per night, with maximum occupancy of four persons per room. For all reservations there is a two night minimum stay. Reduced group rate has limited availability. In the event a Guest must cancel a confirmed reservation, no penalty will result if notice is received at least 14 DAYS PRIOR TO ARRIVAL and a cancellation number is obtained.

IFHV

118 North 8th Street
Richmond, VA 23219

P: 804-643-0312

F: 804-643-0311

IFHV@aol.com