



1 Day CE Conference



February 24, 2023

Westin Hotel, Richmond VA

6631 W. Broad Street, Richmond VA 23230

5 Hours CE (Laws/Regulations)

****Preneed no longer required annually as of July 1, 2022****

8:30am – 9:15 am	Breakfast, Exhibits and Registration
9:15 am – 10:15 am (1 Hour CE)	Update on Virginia Laws/Regulations Corie Tilman Wolfe, Executive Director, VA Board of Funeral Directors
10:15 am – 10:30 am	Break
10:30 am – 12:30 pm (2 Hours CE)	Size Matters – Why Growing Your Business is Key to Your Future and How Small Firms Can Make It Happen <i>Doug Gober, The Foresight Companies</i>
12:30 pm – 1:30 pm	Lunch
1:30 pm – 3:30 pm (2 Hours CE)	What Cremation Families Really Want <i>Doug Gober, The Foresight Companies</i>

IFHV will again offer their one Day CE conference immediately prior to your licensure renewal date. This conference is especially designed to give you enough continuing education credits to successfully renew your license through the Virginia Board of Funeral Directors and Embalmers. This CE presentation will include at least 1 hour of laws/regulations education which is required by the Board of Funeral Directors and Embalmers on an annual basis to renew your license. This year's IFHV Conference will feature exhibit tables from IFHV's most valued partners and associate member, a continental breakfast and a buffet lunch. Please come and join us February 24, 2023, at the Westin Hotel in Richmond VA (New Location for 2023). This meeting is open to all licensed funeral directors.

CONFERENCE REGISTRATION FORM

FRIDAY FEBRUARY 24, 2023 – Westin Hotel, Richmond VA

Business Name: _____

Address: _____

Office Phone: _____ Cell Phone: _____

Email: _____

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

Includes: Continental Breakfast, Exhibits, 5 Hours CE, and Luncheon

\$____ \$165 per IFHV Member, Manager, or Funeral Service Licensee

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

\$____ Total

Printed Names for Badges: _____

Dietary Restrictions (provide attendee name if registering more than one person): _____

Full Registration- NON MEMBER Firms ([Join IFHV to receive the discounted Member Registration Rate](#))

Includes: Continental Breakfast, Exhibits, 5 Hours CE, and Luncheon

\$____ \$350 per Non IFHV Member, Manager, or Funeral Service Licensee

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

\$____ Total

Printed Names for Badges: _____

Printed Names for Badges: _____

Dietary Restrictions (provide attendee name if registering more than one person): _____

\$____ \$25 LATE FEE PER PERSON for Registration RECEIVED AFTER February 10, 2023

\$____ 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).

Mailing Address: IFHV – PO Box 29069 Henrico VA 23242

Check # _____ Check Amount: _____

OR VISA OR MASTERCARD ONLY

Name on card (print): _____ exp date _____/_____
(Required)

Card number: _____ CCV Code _____
(Required)

Billing Address & City (required): _____,

Billing Zip Code (required) _____ Authorized to charge to credit card \$ _____

Signature (required): _____

REGISTER BY FEBRUARY 10th FOR \$25 EARLY BIRD DISCOUNT

FINAL REGISTRATION DEADLINE IS FEBRUARY 17, 2023

Size Matters – Why Growing Your Business is Key to Your Future and How Small Firms Can Make It Happen

Every indicator points to a time of tremendous opportunity in funeral service in the next few years. Demographically, economically, and experientially, there are huge opportunities to grow your business – and, of course, the challenges that go with them. The ugly reality for many is that size does matter, and larger, better capitalized businesses have a much better track record for taking advantage of opportunities. But it doesn't have to be that way. In reality, smaller businesses can seize that advantage, as well. They're more nimble and can embrace growth strategies just like the big guys – if they're willing to invest in their futures. In this presentation, Gober will look at three distinct growth opportunities that exist, along with the financial and operational strategies small firms need to level the playing field.

What Cremation Families Really Want

Cremation is not going to be significant to Funeral Service, it is significant today. Fighting this dramatic change has and will prove to be unproductive and ineffective. The demand for broader choice and a more individualized remembrance forces us to rethink old methods of our product and service offer. In this session, Gober will examine how innovative merchandising and marketing approaches allow us to, at least, stay on pace with the cremation consumer and their desires. He will share ground-breaking research on what today's cremation consumers are looking for and what you can do to meet and exceed their expectations. He will also look at the effect of these new techniques on making funeral arrangements and compare it to consumers' expectations of this process.

DOUGLAS R. GOBER



Doug Gober began his funeral service career forty-three years ago as a sales representative in the casket industry. He has earned numerous national awards from various organizations within the death care industry. Doug also served as a consultant on various marketing and merchandising projects conducted on an international scale.

In 1995, Doug joined The Doody Group as Executive Vice President. Working in the United Kingdom and France, Doug successfully directed the European operations for the company. He has been instrumental in planning and implementing a number of innovative merchandising concepts and products created by The Doody Group, Matthews International and other leading manufacturers. Doug was a pioneer in developing the York Merchandising Systems™, which is now being offered in more than 7,500 funeral homes in the United States, Canada, and Mexico. He has also presented marketing and merchandising seminars to industry professionals worldwide.

In 2011, Doug joined Carriage Services, Inc. as the Director of Development and Marketing. Doug helped identify, develop, and lead the execution and implementation of Carriage's strategic planning initiatives. Doug and his staff developed internal and external training programs to improve the service and merchandise offerings of Carriage.

In 2012, Doug joined Live Oak Bank based in Wilmington, North Carolina. Live Oak Bank lends money to small businesses in select industries, one of which is death care management. As a result of his extensive experience in funeral service, accounting, and finance, Doug served as an industry liaison and Senior Loan Officer, connecting those in death care management with the opportunity of financing.

In September 2014, Doug formed Gober Strategic Capital as a way to broaden the range of counsel and resources he could bring to death care businesses.

In 2018, Doug partnered with The Foresight Companies in his quest to provide funeral and cemetery owners successful business solutions. Foresight enables Doug to expand his service offerings to include Accounting, Business Valuations, Human Resource Services, Strategic Business Analysis, Family Surveys, Accounts Receivable Management and Market Research as well as Financing.