

SELECTED CONNECTIONS PROGRAM DETAILS



Program # SCP-2010-2

Registration Fee: \$250

Completed Enrollment Application form and check must be received at Selected Independent Funeral Homes Headquarters **by May 17, 2010** in order to be considered for the program.

Host Firm: John A. Gentleman Mortuaries
Contact Person: Thomas A. Belford
Address: 1010 North 72 Street
Omaha, NE 68114
Phone: 402-391-1664
Fax: 402-391-1667
E-mail: tom@johnagentleman.com

Program Dates: June 1-3, 2010

Proposed Hotel: Microtel Inn & Suites
2141 South 35 Street
Council Bluffs, IA
Reservations: 712-256-2900

Once registered for the program, participants should contact the hotel directly to make reservations. **Refer to the “John A. Gentleman Mortuaries Block of Rooms” to receive the rate of \$80.00/night.** For any questions or issues in making your reservation, ask to speak with Ryan Belford. Participants are responsible for hotel expenses.

Arrival date is Tuesday, June 1, 2010. (Event begins with dinner and cocktails at 6 p.m.)

Departure date is Thursday, June 3, 2010. (Selected Connections Program concludes at 11:30 a.m.)

Transportation: **Recommended Airport:** Omaha Eppley Airfield (OMA)
Approx. Distance to Host Firm: 5 miles

Participants are responsible for transportation to/from the Host Firm city and to/from the hotel and airport.

Host Firm will provide transportation to/from the hotel each day of the program. Participants should meet in the hotel lobby at the times indicated on the agenda.

Meals: Group dinners will be provided on June 1 and June 2. A continental breakfast is available at the hotel each morning. Lunch will be provided on June 2. Participants will be responsible for all other meals.

Attire: Business Casual

Presenters: **Thomas A. Belford**, President, John A. Gentleman Mortuaries
Karl Rohling, Executive Director of the Arbor Cremation Society
Christine McGill, Manager of Autumn Hills Cremation Services

Program Topic 1: Starting and Operating a Memorial Society

Program Topic 2: Operating a Cremation Business

Program Topic 3: Discussions on Discount Funeral Operations

Agenda Day 1

June 1, 2010

6 p.m.

6 p.m.

Meet in hotel lobby for transportation to Rick's Boatyard Café

Agenda Day 2

June 2, 2010

8:15 a.m. – 5 p.m.

Morning Agenda

Introductions/Brief overview of program

Depart for Autumn Hill Cremation Services facility

Tour

Overview

- Site selection for a crematory operation
- Process for planning board and city permits
- Design considerations
- Required equipment
- Selection of retort
- Steps for installation of retort (new construction and remodeling)

Identifying your target market

Creating authorization forms

Process for accepting a body for cremation

Storing a body onsite

The cremation process

Post-cremation storage/handling of cremated remains

Releasing the cremated remains

Marketing the services of the cremation services

Lunch Break

Afternoon Agenda

Transfer to Arbor Cremation Society

Overview of operation

Competitive advantage of offering a Memorial Society

Review offerings

Identifying who is the client family

Breakdown of actual staff requirements

Pros/Cons of locating outside the funeral home

Investment to operate a cremation society

Establishing offerings

Contracting with your funeral home to provided needed services

Forms and marketing materials

Promotions and advertising

Size requirements for facility

General Questions/Answers

Transportation back to hotel

6:15 p.m.

Meet in lobby for transportation to Omaha's Old Market for dinner

Program Day 3 June 3, 2010 8:15 a.m. – 11:30 a.m.
8:15 a.m. Meet in hotel conference room

Morning Agenda

Discuss ideas for a discount funeral home operation
Ideas for researching demand for a discount firm in your community
Review of a national discount brand
What to look for in establishing a discount brand
General Questions/Answers