

### **FSCA Annual Fall Conference At a Glance**

15 Hours of Funeral Director Continuing Education Credits

3 CEUs in Category 1  
3 CEUs in Category 2  
7 CEUs in Category 3  
2 CEUs in Category 4

#### **FSCA Fall 2018 Conference**

<b>Where?</b>	The Rock Garden 1951 Bond St. Green Bay, WI 54303
<b>When?</b>	October 2 - 3, 2018
<b>What's Included?</b>	Full Registration for both days includes: Continental breakfasts, lunches, vendor reception and all sessions.

FSCA 2018 Fall Conference  
October 2 - 3, 2018

## Guest Speakers

### **Doug Gober - Gober Strategic Capital**

**Doug Gober** began his funeral service career thirty-six 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 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 addition to helping arrange financing through Live Oak Bank, he can help business owners make the most of their strategic and market opportunities.

A native of Birmingham, Alabama, Doug graduated from the University of Alabama in 1977, where he earned a Business Degree in Accounting. Subsequently, he became a Certified Public Accountant specializing in industrial audits and corporate taxes.

### **Mary Andres Russell - Matthews Aurora**

**Mary Andres Russell** is a highly regarded professional with 30+ years of experience in training and marketing in funeral service and non-profit organizations. As Professional Development Manager for Matthews Aurora, she leads funeral directors through innovative seminars and creates learning through engaging discussion.

Mary joined Matthews Aurora in 2016 after a decade-long dedication to character-building in the Cincinnati area. She also helped establish a charitable foundation to support hospice care for children. Her first exposure to funeral service began early in her career where she produced grief support resources, helped roll out cremation products and became a sought-after speaker, delivering hundreds of presentations in the U.S., Canada, and Australia.

### **Tyler Anderson - Precoa**

Born and raised in the funeral profession, **Tyler Anderson** grew up with a personal appreciation for the importance of ceremony and ritual. His grandfather started his first funeral home in 1944 and the Anderson family continues to own and operate firms in the state of Ohio today. Tyler began his preneed career as an advance planner, then regional sales manager with The Outlook Group, which his father, Charles, founded in 1985. Later, as CEO and President (2010-2016), Tyler helped Outlook Group become one of the nation's top preneed companies. His unwavering passion to help more families experience a meaningful service fueled his decision to unite with Precoa in 2017. Today, Tyler helps to share our vision nationwide through the connections he builds with funeral homes and professional peers. The Springboro, Ohio native remains eager to celebrate his beloved Cincinnati Bengals' first playoff victory since 1991.

### **Kizer & Bender**

**Rich Kizer** and **Georganne Bender** are consumer anthropologists, speakers, authors and consultants whose client list reads like a "Who's Who" in business. Companies internationally depend upon them for timely advice on consumers and the changing retail market place.

Rich and Georganne are experts on generational diversity, consumer trends, marketing and promotion, and everything retail. As consumer anthropologists they stalk and study that most elusive of mammals: today's consumer. Any speaker can talk about consumers, but Georganne and Rich actually become them. In addition to focus groups, one-on-one interviews and intensive on-site studies their research includes posing as every kind of customer you can imagine. The result of their research is literally straight from the mouth of the consumer: solid ground level intelligence you can use to better serve your own customers.

## FSCA Fall Conference Agenda - Tues., October 2

**9:00 AM - 10:00 AM - Registration, Continental Breakfast & Exhibitor Set-Up**

**10:00 AM - 12:00 PM - From Scratch - Building a Successful Funeral Business From the Ground Up** - If you were starting over, beginning with a blank sheet of paper, a big pile of money and no preconceptions, what kind of business would you design to serve 21st century customers? How would it compare to the funeral home of today? Gober will look at all the elements that would make up the new funeral business, including facilities, staffing, products and services, plus the capital required to put it all in place. He will look to what we can learn from the funeral home of tomorrow, and how we can put it to work in our businesses today. (2 CEU - Category 3)

**12:00 PM - 1:00 PM - Lunch & FSCA Executive Update** (1 CEU - Category 2)

**1:00 PM - 2:00 PM - Passare - Collaborate or Die!** - Consumers are changing. Their needs are evolving, and it's up to us in the funeral profession to adapt in order to meet their changing needs, from how arrangements are being made to which services families are choosing. Collaboration is the key. Families today expect us to use technology to collaborate with them to make the process of planning a funeral as simple as possible...and if we don't come up with better solutions, someone else will. Join us to learn how Passare is helping funeral homes across the nation collaborate with families like never before. If you want your business to stay relevant both now and in the future, this is a session you won't want to miss!" (1 CEU - Category 3)

**2:00 PM - 3:00 PM - Vendor Exhibits & Displays** (1 CEU - Category 3)

**3:00 PM - 5:00 PM - Legal & Legislative Update with Open Discussion** - Receive a recap as to what happened during Wisconsin's 2017 - 2018 legislative session, along with an update on the latest regarding the cemetery lawsuit. Open discussion to include an update on the combo law and the pressure from the cemeterians and SCI to change this law. (2 CEUs - Category 2)

## FSCA Conference Agenda - Wed., October 3

**7:30 AM - Registration / Continental Breakfast**

**8:00 AM - 10:00 AM - Kizer & Bender** - Consumer Tribes: How Zoomers, Millennials & Generation Z Buy and How They are Challenging Your Sacred Cows The times they are a-changin'! And so are your customers. Each day you work with very different tribes of consumers, each one with a different approach to building relationships, trust and confidence. During this presentation you'll meet: Generation Z, the first fully digital generation of hyper connected multi-taskers who speak "slanguage" and don't understand the concept of unplugging. By 2020 Zeds will be 40 percent of all consumers, with \$44 billion in annual spending; the Millennials who hold \$200 billion in annual buying power are our most diverse generation yet. They rely on heavily on friends, blogs and social medias before making a purchase; Generation X, a family-oriented, tech-smart generation that's both independent and skeptical, and the 50+ ZOOMERS, a combination of the Baby Boomers and the Greatest Generation, who have morphed into one huge group of consumers with deep pockets and special needs they won't admit, but you need to know. (2 CEUs - Category 1)

**10:00 AM - 11:00 AM - Vendor Exhibits & Displays** (1 CEU - Category 3)

**11:00 AM - 12:00 PM - Meeting the Needs of Cremation Families** - Cremation continues to grow as the choice for many families. As funeral professionals, we need to become experts in addressing this growing preference. Mary Andres Russell from Matthews Aurora will provide during this seminar inspiration and best practices to serve the needs of cremation families, with the goal of helping families plan memorable life celebrations. (1 CEU - Category 1)

**12:00 PM - 1:00 PM - Lunch**

**1:00 PM - 3:00 PM - Elevating the Message - The Why Behind Funeral Service** - We've all seen how societal changes are driving new trends in funeral service, including an increase in direct disposition. The pre-arrangement experience has often been overlooked, viewed as a platform to sell a policy, instead of an opportunity to increase the value of ceremony, ritual, and gathering. In this presentation, Tyler Anderson from Precoa will demonstrate why the pre-arrangement conference has a significant impact on the future of your business and how a focus on improving the experience for the families you serve will positively impact your business for years to come. (2 CEUs - Category 3)

**3:00 PM - 5:00 PM - Funeral Home Hygiene and Hazmat Remediation - Approved for your annual OSHA training!** - OSHA compliance workshop featuring excerpts from the video, "Prep Room Survivor" by Mark Arnold - OSHA Consultant. (2 CEUs - Category 4)