

A QUARTERLY PUBLICATION OF THE  
SOUTHERN CEMETERY, CREMATION &  
FUNERAL ASSOCIATION

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*Charleston, South Carolina*

A Quarterly Publication of the Southern Cemetery, Cremation & Funeral Association



# The Southerner

Issue 47

Spring 2016

## Advertisements

• Flowers for Cemeteries	14
• Heart to Heart	14
• ICCFA Convention	14
• Matthews International	5
• Paradise Pictures	9
• Tribute	3
• Trigard	9



*Inside this Issue*

President's Message	1
Legislation	2
Sales	3
Convention	4
Calendar of Events	4
Funeral Home	6
Lifetime Achievement	8
Sales School	10
Scholarship	13
Scholarship Opportunity	15
Scholarship Program	15
Scholarship Application	16
Convention Registration	17
Celebration of Life Form	18
Sponsorship Opportunities	19
Convention Schedule	21
Board of Nomination Form	22
Certificate of Delegate Form	23

## PRESIDENT'S MESSAGE

**By Linda Cotten**  
**Greenleaf Memorial Park, New Bern, NC**



We hope you are saving the dates June 12-14, 2016, to join us in Charleston, SC, when we celebrate our annual convention along with North and South Carolina and Georgia. The venue, The Francis Marion Hotel, is located right on King Street in the heart of the "Holy City". Charleston earned that prestigious nickname because of the many church steeples one can see on the skyline. It is absolutely beautiful, especially at night.

One item on our agenda at this meeting is to elect new members to the Board of Directors. Normally, we vote to approve four new directors, but this year there are two additional vacancies that need to be filled. Within the Board, there are standing committees whose duties include addressing topics such as Ethics, Finance, Legislation and Membership. When necessary, they make recommendations as to a position on areas of concern.

Please consider volunteering. As long as you are employed in the industry and work within the sixteen members' states, the only requirement to serve is to have the passion for our industry and the willingness to speak your opinions. We meet twice during the annual convention and once more in the fall to visit the site of the forthcoming summer's meetings.

We are seeking to bring balance to the Board and representation from as many different states as possible. You may self-nominate, if you'd like. If you have already served on our Board, you may do so again as long as it's been a year since your term ended. Please consider adding your talents to serve our organization. Help us continue to meet members' business needs as our market climate grows more complex and specialized.

Hope to see you in Charleston.

As always, I wish you all the best,

*Linda*





# LEGISLATION

By Tamala Randolph  
Southern Region RA for Stonemor Partners

This is an honored opportunity to be asked to compose insight into the legal and legislative part of our industry. This is a largely ignored avenue that many leaders in our industry do not get involved into enough.

When asked to write this article, as many people do, I went straight to the facts. What was going on in the different states and how can I get all the information together to provide it? After spending many hours looking for this information, and reading many different articles, I realized that I would much rather take this opportunity to encourage the amazing people in this industry to get involved.

It is extremely important that we take every opportunity that is offered to learn more about this industry and how it is changing. I know that many people in this industry approach this subject in a couple of different ways. In fact, about 5 years ago I was one of those people. There are many employees who look at this and think, there is someone in the Home Office that is looking into this or it is the responsibility of others. There are also companies or owners that think it is too expensive to attend the conventions or trainings available. What I would like to take this opportunity to say is, "GET INVOLVED". You do not have to attend every convention that is available, these do cost. I will say that in my opinion they are worth every dime of it, but they are not required to find out what is going on. Most states have an open meeting in the State Capital at least once a quarter. How many of these have you attended? Have you taken the time to learn what others are doing so that you can offer better customer service? Are there any laws on the books or in study committee that can affect your business and the families that we serve? It is not someone else's responsibility to sit across the table from the family and tell them that you are fully invested in what you are saying and this industry as a whole. How many actually know what the Governing Body or laws that applies to this industry?

Below you will find a list of websites to the Governing Body for the states included in the SCCFA. These were found from a simple Google search so their might be others. I highly encourage everyone to find the website for their state and find out when the next meeting is and attend:

- Alabama- <http://www.aldoi.gov/preneed/EndowmentCareCemeteries.aspx>
- Florida- <http://www.fdfs.com/Division/funeralcemetery/>
- Georgia- <http://www.legis.ga.gov/Legislation/Archives/19992000/leg/fulltext/sb462.htm>
- Kentucky- <http://www.fdaofky.com/?76>
- Louisiana- <http://www.lcb.state.la.us/>
- Mississippi- <http://law.justia.com/codes/mississippi/2013/title-41/chapter-43/cemetery-law>
- North Carolina- <http://nccemetery.com/>
- South Carolina- <http://www.llr.state.sc.us/POL/Cemetery/index.asp?file=laws.htm>
- Tennessee- <http://www.tngenweb.org/law/cemetery-law.html>
- Texas- <http://www.statutes.legis.state.tx.us/Docs/HS/htm/HS.711.htm>
- Virginia- <http://www.dpor.virginia.gov/boards/cemetery/>
- West Virginia- <http://www.legis.state.wv.us/wvcode/code.cfm?chap=35&art=5>

Lastly, in closing please keep in mind that we are in the planning stages of the 2016 SCCFA conference in Charleston, SC. This will be a shared convention with North Carolina, South Carolina and Georgia. It should be a very amazing conference. This is a perfect chance to get involved with the people with the industry from different parts of the Southern States. We can offer each other support in many different way because here we are not in competition with each other, just people who care about their industry and want to do all they can to make it better. "It is literally true that you can succeed best and quickest by helping other succeed!" Napoleon Hill

Thank you and I hope to see you in June, "Be Southern".

## THE SOUTHERN CEMETERY, CREMATION AND FUNERAL ASSOICATION

### CERTIFICATE OF DELEGATE APPOINTMENT

for the 83rd Annual Convention

Charleston, SC

June 13, 2016

The Business Meeting of the Southern Cemetery, Cremation and Funeral Association will be held at 12:30pm, June 13, 2016, at the Francis Marion Hotel, Charleston, SC. Delegates will vote on new members to the Board of Directors and any other pertinent business. (Only Active Members and the first EIGHT Corporate Memberships from each company are eligible to vote).

This Certificate of Appointment must be on file with the Credentials and Election Committee before a ballot will be issued to the Delegate.

Return to:

Mary Perl  
SOUTHERN CEMETRY, CREMATION & FUNERAL ASSOCIATION  
9500 Christo Court  
Mobile, AL 36695

This is to certify that: \_\_\_\_\_  
MEMBER'S ORGANIZATION NAME

CITY AND STATE: \_\_\_\_\_

Is a member in good standing with the  
**Southern Cemetery, Cremation & Funeral Association**  
and has designated:

\_\_\_\_\_  
AUTHORIZED VOTING MEMBER NAME

\_\_\_\_\_  
CITY, STATE AND ZIP CODE

Who is an active member of our Organization, with the power of substitution to act as a Representative of the above SCCFA member, to represent us at the 83<sup>rd</sup> Annual Meeting of the Southern Cemetery, Cremation and Funeral Association.

\_\_\_\_\_  
SIGNATURE AND OFFICE OF ORGANIZATION OFFICIAL

To the Appointee: Please return this certificate to the Southern Cemetery, Cremation and Funeral Association's Executive Director, Mary Perl, prior to the elections on June 13, 2016.

**Southern Cemetery, Cremation and Funeral Association  
APPLICATION / RECOMMENDATION  
FOR NOMINATIONS TO THE BOARD OF DIRECTORS**

**Instructions:**

1. To assure consideration by the Nominations Committee and Board of Directors this form must be received by a member of the Nominating Committee, a Director, or the Association Office (9500 Christo Court, Mobile, AL 36695) prior to the Board of Directors Meeting on Sunday, June 12, 2016, preceding the Annual Meeting on June 13, 2016. You may fax this application form to the SCCFA office at 251-634-3435 or email it to [sccfa@bellsouth.net](mailto:sccfa@bellsouth.net).
2. To be eligible for election to the Board the person must be an active member in good standing, registered and in attendance at the annual meeting at which elected and qualified and willing to serve.

**Application.** The undersigned active member requests that his/her name be considered for nomination to Board of Directors at the next annual meeting.

**Recommendation.** The undersigned recommends that the active member described below be considered for nomination to the Board of Directors at the next annual meeting.

**Biographical Data Concerning Applicant / Person Recommended:**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Will serve if selected? \_\_\_\_\_ Will attend annual meeting? \_\_\_\_\_

Describe experience in cemetery / funeral industry:  
\_\_\_\_\_  
\_\_\_\_\_

Describe activities in the Southern Cemetery, Cremation and Funeral Association:  
\_\_\_\_\_  
\_\_\_\_\_

Other qualifications / remarks:  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Signature of Applicant  
Or person submitting recommendation

If signed by recommender:  
Print Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Phone: \_\_\_\_\_

**SALES**

By Rita Augenstein

Louisville Memorial Gardens & Funeral Home— Saber Management

I was requested to write an article about Sales. There are a lot of aspects of sales but the one that is very close to me is being in Family Service. There is a special satisfaction to helping a family at the time of need.

There are 4 tasks for a counselor to complete to be successful:

- |                                  |                                  |
|----------------------------------|----------------------------------|
| 1. Receiving the bereaved family | 3. Setting Pre-need appointments |
| 2. Making a Condolence Call      | 4. Giving Pre-need presentations |

Receiving a bereaved family will develop a lasting impression of you. How you set the stage for this initial meeting and the quality of service you provide will dictate the quality of your relationship with the family from this time forward. Proper dress and hygiene are an absolute must to instill the confidence required in the minds of the family. Make sure your car is clean, you have all the necessary paperwork and the arrangement room is neat and organized. Always try to meet the family at the door. Make them comfortable and offer them a beverage. There are a lot of steps to go through with the family such as explaining the purpose of the visit, reviewing the interment/entombment form, taking the family out to show the location and many other detailed things that need to be shared with the family.

It is important to set a Condolence Call while you have the next of kin in the office. The Condolence Call is for dropping off documents after the service. It is recommended that the appointment is set no later than 3 days after the service.

The primary purpose of the Condolence Call is to provide service. One of the greatest services that can be provided is being willing to listen and expressing your sincere sympathy. You can give the family a list of support groups, you can give them information about Social Security, Veterans Administration, etc.

Completing the Historical Record is very important. It provides the survivor with a history of the deceased. You should explain the Historical Record in detail so the family can appreciate its value. You should get permission to get in touch with family and friends on the Historical Record. It is a list you have earned the right to use on the quality of service you have provided.

The counselor should do at least 6 Pre-Need in-home presentations weekly. You need to find one person a day to tell the story.

This is just a general outline for Family Service to begin with a family. There is so much more to offer and more detailed information. The main thing to remember is to show respect to the family and listen to what they are telling you. Treat them as you would if it is one of your own family members. By making a good bond with the family, your sales will come.

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## CONVENTION UPDATES

*“Preparing Your Business for the Roaring 2020’s”*



**Put your game face on!** Our **Sunday Opening Reception** will be a Tailgate Theme. Wear your favorite team’s colors – Professional or Collegiate.

Don’t forget our **Golf Tournament** will be on Sunday morning this year so as not to interfere with our exhibiting times or sales school and it won’t be as hot! If you are going to be a golfer, make sure you make a Saturday night hotel reservation.

Our **Session Speakers** are lined up and will speak on topics you have asked to hear. Poul Lemasters will speak on Cremation, Andres Anguilar

will speak on Corporation Culture and Carlos Quezada will speak on how to reach the Hispanic Market. We will be doing the **Roundtable** again with Bob Case as moderator.

Our second annual **Sales School** is going to be on Monday afternoon. This is one you won’t want to miss. You can read all about this event in this newsletter on pages 10 - 12.

**Monday Night’s Reception** gives everyone additional time to spend with the Exhibitors to see their new equipment and talk with them on how they can help your business grow.

Our **Celebration of Life Ceremony** will be on Tuesday evening prior to our banquet. If you know of someone in our industry who has passed away since our last meeting, please submit their name so we can honor them during this special time. The form is included in this newsletter on page 19.

## SCCFA SCHEDULED 2016 CALENDAR OF EVENTS TO DATE

**April 13 – 16: ICCFA Annual Convention & Exposition**, New Orleans, LA

**May 1 – 3: Texas Cemetery Association Convention**, San Antonio, TX

**June 9-11: Virginia Cemetery Association Convention**, Roanoke, VA

**June 12 – 14: SCCFA, North Carolina & South Carolina Cemetery Associations, Georgia Cemetery Association Annual Convention**, Charleston, SC

**July 17 – 20: Tri-State Cemetery Convention** (Alabama, Louisiana, Mississippi), Perdido Beach, AL

**July 22 – 27: ICCFA University**, University of Memphis, Memphis, TN

**July 28—30: Florida Cemetery, Cremation & Funeral Association Meeting**, St Petersburg, FL

**August 11-13: West Virginia Cemetery & Funeral Association**, WV

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If you do not see your Association listed, please contact the SCCFA Office (251-634-3434), so that we can update our records and add you to the Event Calendar.

## Proposed 2016 Convention Schedule

### Sunday, June 12

Time	Event	Location
7:00 am	Carpool to golf Tournament	Hotel Lobby
7:30 am – 12:00 pm	Golf Tournament	Patriots Link Golf Club
12:00 pm - 5:00 pm	Exhibitor Set Up	Carolina Ballroom
12:00 pm – 6:00 pm	Registration Open	Mezzanine Level
1:30 pm – 3:30 pm	SCCFA Board Meeting	Pinckney Room
3:00 pm – 4:30 pm	GCA Board Meeting	Laurens Room
3:30 pm – 4:30 pm	SCCA Board Meeting	Middleton Room
3:30 pm – 4:30 pm	NCCA Board Meeting	Rutledge Room
4:30 pm - 5:00 pm	Exhibitor Meeting	Carolina Ballroom
5:30 pm – 7:00 pm	Opening Reception with Exhibitors (Cocktails & light hors d’oeuvres)	Carolina Ballroom
	Dinner on your Own	

### Monday, June 13

7:00 am - 8:00 am	Prayer Breakfast –Dedication to the Emanuel African Methodist Episcopal Church	
7:30 am – 12:30 pm	Registration Open	Mezzanine Level
7:30 am – 8:00 am	Continental Breakfast with Exhibitors	Carolina Ballroom
8:00 am – 8:15 am	On Time Drawings and Announcements	Carolina Ballroom
8:15 am - 8:30 am	Welcome by NCCA, SCCA, GCA and SCCFA Presidents	Carolina Ballroom
8:30 am - 9:00 am	Introduction of Exhibitors	Carolina Ballroom
<b>9:00 am 10:15 am</b>	<b>SPEAKER – Poul Lemasters “Cremation Legal Pitfalls”</b>	Carolina Ballroom
10:15 am –10:30 am	Break/Expo with Exhibitors	Carolina Ballroom
10:30 am – 10:35 am	On Time Drawings	Carolina Ballroom
10:35 am – 11:00 am	Introduction of Exhibitors	Carolina Ballroom
<b>11:00 am – 12:30 pm</b>	<b>SPEAKER – Andres Anguilar “Corporate Culture”</b>	Carolina Ballroom
12:30 pm - 1:00 pm	SCCFA Annual Meeting	Carolina Ballroom
<b>1:45 pm – 4:45 pm</b>	<b>Sales School – Charles Rouse, Ben Upton, Kyle Nikola, Lauren Blevins</b>	Laurens Room
5:30 pm – 7:00 pm	Expo with Exhibitors (Cocktails & light hors d’oeuvres)	Carolina Ballroom
	Dinner on you Own	

### Tuesday, June 14

7:30 am – 8:30 am	SCCFA Past President Breakfast- Green Jackets Preferred	Parkview Room
8:00 am - 12:15 pm	Registration Open	Mezzanine Level
8:00 am – 8:30 am	Continental Breakfast with Exhibitors	Carolina Ballroom
8:30 am – 8:50 am	On time Drawings and Announcements	Carolina Ballroom
<b>8:50 am – 9:50 am</b>	<b>Roundtable Discussion – Moderated by Bob Case</b>	Carolina Ballroom
9:50 am – 10:20 am	Break with Exhibitors	Carolina Ballroom
10:20 pm – 10:30 am	On Time Drawings	Carolina Ballroom
<b>10:30 am – 11:45 am</b>	<b>SPEAKER - Carlos Quezada “Reaching the Hispanic Market”</b>	Carolina Ballroom
12:10 pm - 12:40 pm	SCCA State Meeting	Middleton Room
12:10 pm – 12:40 pm	NCCA State Meeting	Rutledge Room
12:10 pm – 12:40 pm	GCA State Meeting	Laurens Room
12:10 pm - 2:00 pm	Exhibitor Tear Down	Carolina Ballroom
<b>1:00 pm – 2:00 pm</b>	<b>Breakout Session</b>	
<b>2:00 pm – 3:00 pm</b>	<b>Breakout Session</b>	
5:00 pm – 5:50 pm	Presidents’ Reception – Outside Carolina Ballroom	Prefunction A Area
6:00 pm – 7:00 pm	Celebration of Life Ceremony Officiated by Spencer Hines	Carolina Ballroom
7:00 pm – 8:30 pm	Banquet, Installation of Officers & Awards	Carolina Ballroom
8:30 pm – 11:00 pm	Entertainment	Carolina Ballroom

### Wednesday, June 15

8:00 am – 9:00 am	SCCFA New Board Meeting	Rutledge Room
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# SPONSORSHIP

## \$5000+ Sponsorship Level Includes...

Complimentary outside back cover of program book in color  
 Free 1-year Banner Ad on SCCFA website with direct link to your website  
 Logo placed on front page of SCCFA website for 1 year.  
 Free 1-1/2-hour Session with A/V equipment provided (food would be at your expense)  
 Signage provided indicating your Sponsorship throughout convention

## \$4000 Sponsorship Level includes...

Complimentary inside cover full page color ad of program book  
 Free 6-month Banner Ad on SCCFA website with direct link to your website  
 Logo placed on front page of SCCFA website for 1 year  
 Free 1 hour Session with A/V equipment provided (food would be at your expense)  
 Signage provided indicating your Sponsorship throughout convention

## \$3000 Sponsorship Level includes...

Complimentary full page color ad inside program book  
 Logo placed on front page of SCCFA website for 1 year  
 Signage provided indicating your Sponsorship throughout convention

## \$2000 Sponsorship Level includes...

Complimentary ½ page color ad inside program book  
 Logo on SCCFA website for 1 year  
 Signage provided indicating your Sponsorship throughout convention

## \$1000 Sponsorship Level includes...

Complimentary full page black and white ad inside program book  
 Logo on SCCFA website for six(6) months  
 Signage provided indicating your Sponsorship throughout convention

## \$ 750 Sponsorship Level includes...

Complimentary ½ page black and white ad inside program book  
 Signage provided indicating your Sponsorship throughout convention

## \$ 300 Sponsorship Level includes...

Complimentary ¼ page black and white ad inside program book  
 Signage provided indicating your Sponsorship throughout convention



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# FUNERAL HOME —

## Building a High Performance Combination Cemetery & Funeral Home

By Justin Hollingsworth  
VP & CIO, Saber Management

Saber Management has experienced remarkable growth in its combination cemetery & funeral home operations over the last few years. The joint cemetery & funeral home model has proven itself to be a winning combination over and over again. We've all experienced, or at the very least, read about the advantages of the combination model for families. But those advantages don't fully explain the reasoning behind the growth that we are seeing. So what exactly is fueling the growth? What is causing the increase in call volume? More importantly, what keys have we identified that lead to a high performance combo operation?

### Extraordinary Talent and Leadership / Compelling Culture

The number one key in building a high performance combo operation is focusing on the two most important differentiators of any business: talent and culture. Our cemeteries and funeral home operations are built by establishing solid, meaningful relationships with families. Those relationships are personal. And they are built on trust, integrity, and a commitment to anticipating and exceeding the needs of our families. The culture of our cemeteries and funeral homes is easily described by the stories stemming from the relationships with our families. And our family satisfaction surveys provide a great way for us to gauge whether or not our culture is healthy.

So how do we ensure that we are establishing solid and meaningful relationships with our families? The answer is that we recruit extraordinary leadership to manage our cemetery & funeral home operations. We recruit extraordinary leadership that will bring years and years of experience to the business. It's not unusual for us to recruit funeral directors with 25 years or more of experience. We recruit extraordinary leadership that is laser focused on our number one priority: families. These leaders are committed to serving families the right way, paving the way for others to follow. We recruit extraordinary leadership that leads by example and shows an exceptional level of commitment. We recruit extraordinary leadership that lives in and is active in the communities we serve. We expect our leadership to attend social events, participate on city councils, join business associations, and give back to their communities. And we expect them to bring a high level of name recognition. The combination of exceptional leadership and healthy culture drives organizational success and ensures growth of our operations.

### Outstanding Relationship with Sales Division

The second key in building a high performance combo operation is the relationship between the leadership, funeral directors and the cemetery sales division. Our leadership is expected to lead the effort in ensuring that the goals and objectives of the combo operation are constantly discussed with everyone, from grounds maintenance to funeral directors to administration to sales. And our leadership is expected to review and measure those goals. A simple 10 minute morning line-up meeting is a good way to constantly communicate goals of the combo while also discussing the activities for each day. Buy-in of those goals and objectives is a bit more complicated. Buy-in requires that our leadership be trusted. Buy-in requires that our leadership be admired. And buy-in also requires that our leadership be respected. That buy-in is obtained by leading by example, rolling up sleeves, having a high level of visibility, taking responsibility, being honest, being persistent, creating solutions, listening, and delegating liberally. It is vital for our leadership to set the example for others to follow.

Meeting the needs of families often requires the expertise of both a funeral director and a cemetery sales team member. Both must have a thorough understanding of the needs of the family and work together to meet those needs. That means spending an ample amount of time listening to the family, building a

2016 Southern Cemetery, Cremation & Funeral Association,  
North Carolina Cemetery Association, South Carolina Cemetery Association and  
Georgia Cemetery Association  
June 12 – 14 @ Francis Marion Hotel, Charleston, SC

### Convention Sponsorship Opportunities

This year we are combining with three other associations – the North and South Carolina Cemetery Associations and the Georgia Cemetery Association. This will greatly impact you – our supplier. It will reduce your costs in travel expenses, and it will combine your sponsorship dollars toward a single, regional convention so that we can be able to offer high-quality program content. With our suppliers and professionals generous sponsorships, we will provide a dynamic convention with great presentations, great accommodations, great receptions and outstanding networking opportunities to all our members.

Please review the different range of sponsorships available and check  the level at which you can contribute. We thank you for your continued and faithful support to our associations.

	<u>Full Sponsor</u>	<u>Co-Sponsor</u>
<input type="checkbox"/> Closing Banquet, Installation of New Officers & Award Presentations .....	\$5,000+	<input type="checkbox"/> \$2,500
<input type="checkbox"/> Sunday's Opening Reception w/ Exhibitors.....	\$4,000	<input type="checkbox"/> \$2,000
<input type="checkbox"/> Monday's Evening Reception w/ Exhibitors.....	\$4,000	<input type="checkbox"/> \$2,000
<input type="checkbox"/> Sales School .....	\$3,000	<input type="checkbox"/> \$1,500
<input type="checkbox"/> President's Reception .....	\$3,000	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Convention Program Book .....	\$2,500	<input type="checkbox"/> \$1,250
<input type="checkbox"/> Banquet Entertainment.....	\$2,500	<input type="checkbox"/> \$1,250
<input type="checkbox"/> Celebration of Life Service .....	\$2,500	<input type="checkbox"/> \$1,250
<input type="checkbox"/> Keynote Speaker, Andres' Aguilar.....	\$1,500	<input type="checkbox"/> \$ 750
<input type="checkbox"/> Golf Tournament .....	\$1,500	<input type="checkbox"/> \$ 750
<input type="checkbox"/> Speaker, Poul Lemasters.....	\$1,000	<input type="checkbox"/> \$ 500
<input type="checkbox"/> Speaker, Carlos Quezada .....	\$1,000	<input type="checkbox"/> \$ 500
<input type="checkbox"/> Breakfast with Exhibitors .....	\$ 750	
<input type="checkbox"/> Breaks with Exhibitors .....	\$ 300	

**Co-Sponsors are Welcome**

Signage will be provided indicating your sponsorship. Announcements will be made from the podium indicating the sponsorship and there will be recognition in the program book.

*Please see page 2 for additional items that are included with each Sponsorship level.*

**Yes! I'd Like to be a Sponsor at the \$ \_\_\_\_\_ Level.**

Company Name: \_\_\_\_\_

Representative: \_\_\_\_\_ Phone: \_\_\_\_\_

In addition, please count on me for the following.....

Door Prize Item(s): \_\_\_\_\_

Please consider showing your support with door prizes. Everyone likes to win something! Whether industry-related or not, any door prize item is welcome and you will be recognized for your contributions.





## 2016 SCCFA ANNUAL CELEBRATION OF LIFE FORM

This year's Celebration of Life will be held on Tuesday, June 14th at 6:00 p.m. in the Carolina Ballroom at the Francis Marion Hotel in Charleston, SC to honor the memory of those members of the Southern, the NCCA, SCCA and GCA who have passed on since the 2015 Annual Convention. If you would like us to honor someone during the Celebration of Life Service, please complete this form and return it to the SCCFA Office by **May 15, 2016**.

Deceased Name/Nickname: \_\_\_\_\_

Birth Date: \_\_\_\_\_ Date of Passing: \_\_\_\_\_

Company: \_\_\_\_\_

Location: \_\_\_\_\_

Title of Position Held: \_\_\_\_\_ Years in Profession: \_\_\_\_\_

Relationship to SCCFA, NCCA, SCCA & GCA: \_\_\_\_\_

Survivors: \_\_\_\_\_

Additional information about deceased that should be mentioned in the service:  
(Use additional paper, if needed)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Your Relationship to Decedent: \_\_\_\_\_

Will you be attending the Annual Convention & Memorial Service?  Yes  No

Phone Number of person filling out form: \_\_\_\_\_

Email Address of person filling out form: \_\_\_\_\_

Address of person filling out form: \_\_\_\_\_

\_\_\_\_\_

Please send photographs (3 or more) that we can show during the ceremony. You can either email or mail them to the address below. Your mailed photos will be returned to you.

**Please mail/email this form and photos of the decedent to: SCCFA, ATTN: MEMORIAL SERVICE, 9500 Christo Court, Mobile, AL 36695; or [sccfa@bellsouth.net](mailto:sccfa@bellsouth.net) by May 15, 2016. Thank you.**

relationship, and addressing their needs. It is crucial for our funeral directors and cemetery sales team members to trust one another and work together to meet the goals of each family, while also striving to meet the big picture goals of the combo operation. Communication is vital. Speaking with one voice is vital. And belief in the same goals and objectives is essential to success.

### Mass Media Advertising

The third key in building a high performance combo operation is mass media advertising. Our leadership brings a high level of name recognition to our operations. They are the faces of our cemetery & funeral home combo operations. We want them to be recognized in the communities and surrounding areas that they serve. So we piggyback on that name recognition with mass media advertising via television, radio, print medium, internet and other streams. While less personal than one-on-one meetings, all of these mediums allow us to increase customer awareness and increase brand awareness. And advertising helps families see our brand as an essential part of their lives.

Advertising is a vital part of our marketing campaigns. The different advertising mediums provide both broad and targeted platforms allowing us to reach thousands of families. For example, television and radio advertising easily reaches thousands of families. The downside is that it's difficult to gauge the success of these mediums. A more targeted approach is Facebook advertising. Facebook allows us to target geography, age, gender, marital status, spending habits, and veteran status, just to name a few. And Facebook makes it very easy to track the success of ads placed online.

### The "WOW" Factor

The final key in building a high performance combo operation is exceptional customer service. It is essential to growing our cemetery & funeral home operations, and that customer service is at the heart of our operations. Exceptional customer service generates positive word of mouth for our business. It's free advertising. It's how we keep our families happy and encourage them to come see us again. Exceptional customer service is about:

- Treating our families with dignity and respect
- Following up on feedback or requests (family satisfaction surveys)
- Handling complaints gracefully
- Understanding our families' needs and wants (listening)
- Anticipating and exceeding expectations
- Creating memories to be cherished for a lifetime
- Going above and beyond 100% of the time

We like to provide the "WOW" factor at Saber Management. The "WOW" factor ensures that families have positive engagement with our brand. It's what makes our families and visitors excited about the opportunity to come back. Funeral services provide the perfect opportunity for us to impress visitors with our customer service, our facilities, and the celebration services that we provide. We want everyone that has attended a funeral service to say, "I've never seen anything like that. That's what I want". It only takes one very positive experience to keep families coming back.

So how do we create the "WOW" factor? We start by critiquing everything we do, from how we answer incoming calls to how we greet families to the coffee we serve to the celebration services that we provide. We provide facilities with ample parking, state of the art technology, comfortable lounge areas, reception centers, and catering options. We spend ample time listening to families, building relationships, and creating memories to be cherished. And we comfort families by touching their hearts from the moment they enter our facilities.

We also constantly measure all of our family touch points with satisfaction surveys. While we love to hear about positive experiences, we also love to hear where we can improve. So we ask open ended

questions that allow families to critique us in their own words. Any survey that fails to meet expectations is responded to immediately. As I stated above, our family satisfaction surveys are an invaluable tool that gauges the overall health of our culture.



In closing, the four keys to building your own high performance combination operation are extraordinary leadership, healthy relationships with your cemetery sales division, mass media advertising and exceptional customer service. While this is not a complete list of everything that is needed to guarantee success, focusing on these four keys is a great starting point.

### SCCFA LIFETIME ACHIEVEMENT AWARD CANDIDATE QUALIFICATIONS

To be considered a Lifetime Achievement Candidate, One Must:

- ▶ Have been in the Death Care Industry at least 25 years.
- ▶ Have been an active member of the Southern during these 25 years, along with making a measurable contribution to the Southern organization and the Funeral Industry in general.
- ▶ Have been active in the Community where they live or have lived.
- ▶ Have been well respected by his or her peers.

#### Election Process:

Any current dues paying member can submit a candidate's name and address, along with a description of the qualifications you feel make this candidate worthy of this honor, to the Ethics and Inquiry Committee. This Committee is made up of the Immediate Past President and the current three Board Past Presidents. **Recommendations can be mailed to the SCCFA office, 9500 Christo Court, Mobile, AL 36695 or by email to: [sccfa@bellsouth.net](mailto:sccfa@bellsouth.net).**

**They must be received no later than April 30th to be considered for the 2016 year's award.** The Ethics and Inquiry Committee will then review the candidate's qualifications and make a recommendation to the SCCFA Board of Directors. If no qualified nominees are submitted, then no award will be presented.

## SCCFA / NCCA / SCCA / GCA 2016 CONVENTION REGISTRATION FORM June 12 - 14 ☼ Francis Marion Hotel, Charleston, SC

Please type or print. If you are registering more than one person, please photocopy this form for additional registrants.

Name \_\_\_\_\_ Badge name \_\_\_\_\_  
 Spouse/Guest Name \_\_\_\_\_ Badge name \_\_\_\_\_  
 Child Name \_\_\_\_\_ Age \_\_\_\_\_ Child Name \_\_\_\_\_ Age \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_  
 E-mail Address \_\_\_\_\_ Website Address \_\_\_\_\_

Is this your first SCCFA convention?  Yes  No ☼ Are you an IMSA member  Yes  No

Payments must accompany registration form in order to receive early registration discounts.

REGISTRATION FEES: Before 05/10 After 05/10  
 SCCFA  NCCA  SCCA  GCA (✓ all associations you belong to)

Cemetery/Funeral Home Member	\$ 395	\$ 475
Spouse/Guest	\$ 250	\$ 300
Cemetery/Funeral Home Non-member	\$ 495	\$ 575
Exhibitor Member	\$ 495	\$ 575
2 <sup>nd</sup> + Exhibitors	\$ 250	\$ 300
Exhibitor Non-member	\$ 700	\$ 775

**Full Registration Includes:** Opening Reception, Monday Reception, Coffee with Exhibitors, Daily Admission to the Exhibits, All Program Sessions, Sales School, Closing Reception & Banquet

**Optional Events**  
 # \_\_\_\_\_ 06/12 Golf Tournament ----- \$85 per person = \$ \_\_\_\_\_  
 Includes Lunch & Beverage Cart  
 MUST HAVE HANDICAP: → \_\_\_\_\_ ← IMPORTANT  
 # \_\_\_\_\_ 06/13 Prayer Breakfast----- \$ 30 per person = \$ \_\_\_\_\_  
 # \_\_\_\_\_ 06/14 SCCFA Past President Breakfast

**NON-REGISTERED SPOUSE / GUEST MUST PURCHASE TICKETS TO ATTEND THE OPENING RECEPTION, MONDAY RECEPTION AND BANQUET**

**OPENING RECEPTION TICKET (06/12)**  
 Unregistered Spouse / Guest  
 # \_\_\_\_\_ X \$75 each = \$ \_\_\_\_\_  
 Children Under Age of 12 are free  
 Tickets purchased after 07/01 are \$85

**MONDAY'S RECEPTION TICKET (06/13)**  
 Unregistered Spouse / Guest  
 # \_\_\_\_\_ X \$75 each = \$ \_\_\_\_\_  
 Children Under Age of 12 are free  
 Tickets purchased after 07/01 are \$85

**RECEPTION & BANQUET TICKET (06/14)**  
 Unregistered Spouse / Guest  
 # \_\_\_\_\_ X \$125 each = \$ \_\_\_\_\_  
 Children Under Age of 12 are free

Registration Fees \$ \_\_\_\_\_ + Additional Tickets & Optional Events \$ \_\_\_\_\_ = TOTAL DUE \$ \_\_\_\_\_  
 CHECK (Please make payable to SCCFA)  VISA  MASTERCARD

Print name as it appears on credit card \_\_\_\_\_  
 Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_ Verification Code: \_\_\_\_\_ (on back of card)

**Cancellation Policy:** Registrants canceling their registrations before June 1, 2016 will receive refunds. Cancellation must be in writing and will be subjected to a \$50 per person processing fee. Registrations after June 1, 2016 will not be refunded.

**PLEASE RETURN THIS FORM WITH PAYMENT TO:  
SCCFA, 9500 Christo Court, Mobile, AL 36695**

**DON'T FORGET TO MAKE YOUR HOTEL RESERVATIONS!**  
Francis Marion Hotel ☼ Phone# 1-877-756-2121 ☼ \$199.00/night\*  
\* Room Rates increase dramatically after May 11

For more information please contact:

Mary Perl	SCCFA	251-634-3434	<a href="mailto:sccfa@bellsouth.net">sccfa@bellsouth.net</a>
Rusty Tysor	NCCA	336-874-2974	<a href="mailto:artysor@gmail.com">artysor@gmail.com</a>
Terry Paules	SCCA	803-419-0768	<a href="mailto:tpaules@yahoo.com">tpaules@yahoo.com</a>
Susan Mena	GCA	770-490-6810	<a href="mailto:GeorgiaCemeteryAssoc@msn.com">GeorgiaCemeteryAssoc@msn.com</a>



### SCCFA 2016 SCHOLARSHIP APPLICATION

#### A. Scholarship Questionnaire

Submit all answers on a separate sheet of paper. Answers must be typed and double spaced. Identify each question below by number, and repeat the question prior to answering.

1. Why did you enter the cemetery or funeral industry?
2. Describe the duties and responsibilities of your current position.
3. List any community service or professional associations in which you are currently active and explain your participation.
4. What continuing education courses have you taken in the past year?
5. Describe your philosophy of customer service.
6. What are your long-range professional goals?

#### B. Personal Data

Name: \_\_\_\_\_ Home phone# (\_\_\_\_) \_\_\_\_\_

Home Address: \_\_\_\_\_

Member Firm: \_\_\_\_\_

Address: \_\_\_\_\_

Firm telephone # (\_\_\_\_) \_\_\_\_\_ Firm Fax # (\_\_\_\_) \_\_\_\_\_

Current Position \_\_\_\_\_ Title \_\_\_\_\_

Length of employment \_\_\_\_\_ E-Mail address \_\_\_\_\_

#### Previous Employment:

Employer \_\_\_\_\_ Telephone (\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

Length of time employed \_\_\_\_\_ Position \_\_\_\_\_

Employer \_\_\_\_\_ Telephone (\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

Length of time employed \_\_\_\_\_ Position \_\_\_\_\_

#### Education (include current courses of study if applicable):

School \_\_\_\_\_ Location \_\_\_\_\_

Course of Study \_\_\_\_\_ Completion Date \_\_\_\_\_

School \_\_\_\_\_ Location \_\_\_\_\_

Course of Study \_\_\_\_\_ Completion Date \_\_\_\_\_

School \_\_\_\_\_ Location \_\_\_\_\_

Course of Study \_\_\_\_\_ Completion Date \_\_\_\_\_

#### C. Certification of Intent

Name (Please Print) \_\_\_\_\_

I hereby certify that:

- This Southern Cemetery, Cremation and Funeral Association Scholarship application has been personally completed by myself, and to the best of my knowledge, the information contained herein is correct and complete.
- If awarded the 2016 SCCFA Scholarship I am able to attend the ICCFA University program July 22—27 at the Fogelman Conference Center at the University of Memphis, Memphis, TN and I am still employed by the sponsoring member firm on that date, or I will forfeit the scholarship.

SIGNATURE \_\_\_\_\_

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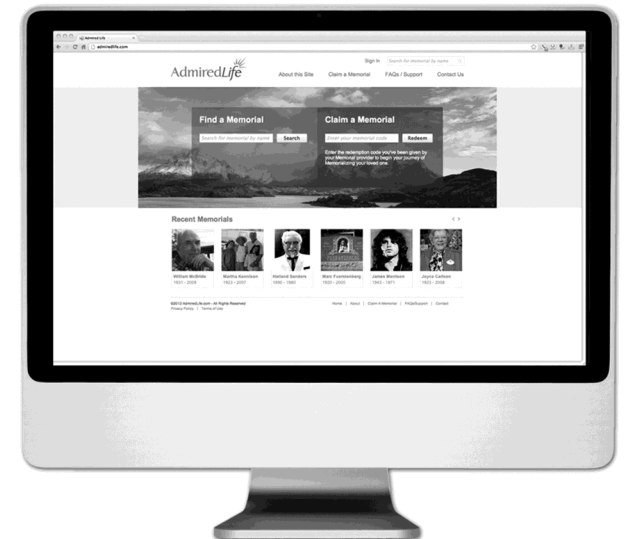
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*"We have owned Miller Funeral Home for 28 years and have had the same vault display for a large part of the time. We figured, if it wasn't broken, why fix it? Our vault dealer suggested we visit a funeral home that had just updated their selection room, and what we saw was inspiring. I immediately went back to the office and made the call to get a new custom Trigar display. Now that it's in place, I realize, I should have done this years ago."*

*Robert Miller, Owner, Miller Funeral Home, Washington, Missouri*

If your vault display is more than 5 years old, call **800.637.1992** and get ready to increase your average vault sale.

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Sales School

# THE ROARING 20 Twenties

*Diverse Speakers and even  
more diverse topics*

Last year the first annual SCCFA sales school was held during the annual convention.

Modeled much like a break out session, there is line up of four speakers speaking on a different range of subjects from sales, to PR to general management from people that actually do it! This year's line up is proving to be exceptional, riddled with experience from all over the board. We are excited to announce this year's line up.

**Kyle Nikola** has been serving as President of Families First Funeral Care and Cremation Center since he founded it in April 2013. In addition to founding the company, Mr. Nikola designed and built the



facility, as well as all print, television, and radio advertisements, and was responsible for all media buys. Within the first twenty-four months of operations, he brought call volume up to reach 300+ projected calls annually, and created at-need procedures to simplify and streamline the funeral process. Concurrently with his existing venture, Mr. Nikola also serves as President/Owner of the Savannah Family of Funerals in Savannah, a company he has led since 2015, which manages three traditional funeral homes working with over 600 families annually.

In addition to his leadership roles at both funeral homes, Mr. Nikola is the Operations Officer for Savannah Family of Cemeteries. A position held since 2008, he is in charge of all daily operations for five perpetual care cemeteries, performing 600 burials annually.

Mr. Nikola also holds a number of

executive roles within the industry associations and speaks across the U.S. as an industry expert at numerous conventions. He is the immediate Past President of the Georgia Cemetery Association and the 1<sup>st</sup> Vice President of the Southern. Kyle was awarded the Small Business Chamber's New and emerging business of the Year in 2009 for Bonaventure Funeral Home and recently won the Buy Local and Small Business Chamber's Business of the Year for 2014. Kyle is a graduate of The Ohio State University 's Fisher School of Business.

Kyle will speaking on how Everyone is trying to invent a better mouse trap, "Sales in the New Era" will talk about many of the tried and true sales ideas with a new twist and the incorporation of technology to bring your organization to the next level.

## ICCF A SCHOLARSHIP OPPORTUNITY

The ICCFA University is a five-day program designed to offer intensive instruction and networking opportunities in a college-campus setting. It is located at the Fogelman Executive Conference Center at the University of Memphis, Memphis, TN

There are seven colleges to choose from:

- |                                      |  |
|--------------------------------------|--|
| 1. 21 <sup>st</sup> Century Services | 5. Land Management & Grounds Operations    |
| 2. Cremation Services                | 6. Leadership, Administration & Management |
| 3. International Studies             | 7. Sales & Marketing                       |
| 4. Funeral Home Management           |  |

What some past attendees had to say:

"Being a part of the ICCFA University has been inspiring to a degree that no other program for our industry comes close to. It is that inspiration that drives me to send as many people from our organization each year as possible – so they can inherit the same inspiration that I have felt from year to year – and use it to make our organization better, as well as our industry as a whole."

Lauren Blevins, Chief Operating Office, Williams Funeral Homes & Crematory, Columbia, TN

"Attending the ICCFA University was life changing. This experience has changed me as a manager, a person, and who I will strive to be in the future with this industry. In the classroom the best lineup in the industry shares with you what they know. There is something in every lesson for everyone. The friendships that I made at the university will be remembered forever!"

Tamala Randolph, Stonemor Partners, LP, Wellford, SC

### SCCFA SCHOLARSHIP PROGRAM — Please give out application on page 16 to all qualified employees

**THE GOAL:** The Scholarship covers all registration fees, housing and meals for the ICCFA University for the calendar year in which awarded. The ICCFAU will be held on July 22—27, 2016, at the Fogelman Conference Center at the University of Memphis, Memphis, TN. The ICCFA University offers five days of intensive educational programming in six colleges and two graduate programs.

#### THE RULES:

1. Applicant, or the firm with which the applicant is affiliated, must be a current member of SCCFA in good standing for the fiscal year.
2. Applicant must have been employed with a member firm in the cemetery, cremation or funeral industry for at least one year.
3. Only completed applications will be considered by the selection committee. Missing information on the Personal Data, Scholarship Questionnaire, or Certification of Intent form or failing to sign it will disqualify the applicant.
4. Alternates will be selected in the event that the scholarship recipient is unable to attend ICCFAU, or is no longer employed by the sponsoring member.
5. Applications must be received no later than March 1, 2016; SCCFA scholarship recipient will be notified no later than March 31, 2016.
6. Only the individual award recipient is eligible, and the award is nontransferable.
7. All award decisions of the SCCFA Scholarship Committee are final.
8. Award winner will be publicly announced in the June *Southerner* Newsletter.

**HOW TO APPLY:** Carefully read and complete the entire three part application.

- A. Scholarship Questionnaire    B. Personal Data Form    C. Certification of Intent

After completing the application, please review, sign it and return to: **SCCFA Scholarship Committee, 9500 Christo Court, Mobile, AL 36695**





**APRIL 13-16, 2016  
NEW ORLEANS, LA**

**KEYNOTE SPEAKERS**



**KEN BLANCHARD**  
The Secret  
Co-author, *The One-Minute Manager*



**JOHN BESH**  
Recipe for Success  
Celebrity chef and entrepreneur



**JEANNINE ENGLISH**  
Health, Wealth & Self  
AARP President



**RYAN ESTIS**  
The Communication Revolution  
Fortune 500 consultant

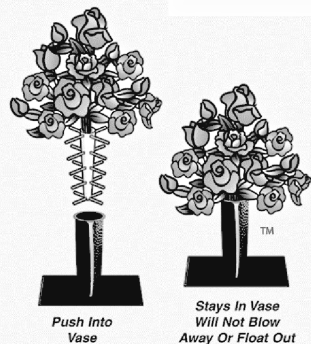
- PLUS...**
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  - ✦ 30+ educational sessions—earn up to 15.5 hours of CE credit
  - ✦ Human and Pet Memorial Services
  - ✦ Local Funeral Home & Cemeteries Tour
  - ✦ Expo Grand Opening “Second Line” Celebration
  - ✦ First Timers Reception
  - ✦ State Association Leadership Luncheon

FOR DETAILS AND TO REGISTER, VISIT [ICCFACONVENTION.COM](http://ICCFACONVENTION.COM)



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To learn more visit [www.hearttoheartsite.com](http://www.hearttoheartsite.com) or call 1.866.269.0681 today!



**Lauren Blevins** is a native of Columbia, TN. A 2008 graduate of Belmont University in Nashville, where she earned her bachelor’s in business administration. During her early years at Belmont Lauren began working for her father at

Williams Funeral Home and Polk Memorial Gardens, quickly realizing that her heart was in service. Since then Lauren has decided to follow in her father’s footsteps of service and has been a licensed funeral director in the state of Tennessee since 2009.

Lauren has always had a passion for this industry and a love for technology and strives to continue to look for new ways to serve families in a more personal way. Lauren is a certified celebrant as well as a certified crematory operator. In 2013 she completed her master’s degree in business from Trevecca Nazarene University. She is currently a sitting member of the International Cemetery, Cremation and Funeral

Association Board of Directors (ICCFA). She also is currently serving on the board of directors for both The Southern Cemetery and Funeral Association (SCCFA) and The Cemetery Association of Tennessee (CAT). Lauren also holds the title of Certified Cemetery and Funeral Executive.

Holding the current title of Chief Operating Officer of her families 6 business, her responsibility varies from day to day but the focus is on its current operations.

She will be speaking about **Living inside the second mile** is total change in lifestyle one that if we are able to embrace can not only change our personal lives but can have a profound impact on our businesses if our teams believe in it. Learn what the second mile is, how we achieve it and why it’s important. Leave motivated and with a winning attitude teach it to your team and watch the profound impact it can have on your businesses.



**Ben Upton** grew up in Hendersonville, TN and is the son of the late Dee and Bobby T. Upton. Ben attended

Tennessee Technological University and Western Kentucky University where he majored in Horticulture and Turfgrass Management. After Western he joined the United States Marine Corps where he was stationed out of Twenty-Nine Palms, CA with the 3<sup>rd</sup> Battalion, 7<sup>th</sup> Marines. Upon completion of his commitment received an Honorable Discharge.

Ben’s cemetery and funeral career began as a Community Service Counselor for SCI in Nashville, TN. He became a Sales Manager for the first time at Hermitage Memorial Gardens

and Hibbitt and Hailey FH, later was asked to be the Sales Manager for Woodlawn Memorial Park, Brentwood FH, and Eastland FH. He was the Area Sales Manager for Evergreen Services, led the resurgence of Community Service for SCI, and an Area Manager for Stewart Enterprises. Ben also spent just under 3 years as the Field Sales Manager for Matthews International covering TN, AR, and MS. Currently Ben is the Vice President of Sales and Marketing for Family Legacy in Nashville.

Ben and his wife Elizabeth have a daughter named Isabella and they have lived in the Bellevue area since his return from the Marine Corps. Ben enjoys time with his family, playing golf, MMA, and spending time with friends at Saint Henry Church and Post 1970 of the VFW.

His faith in God and his love of Christ are the backbone for family and work.

Personal Philosophy: Making funeral, cremation, or cemetery decisions does not have to be a difficult process. The advance planning process allows you to express your wishes and relieve your loved ones of this future emotional and financial burden. One of the greatest gifts we can give our family is a well thought out plan that eliminates any lingering doubts about the decisions that are made allowing for a true celebration of life.

Ben plans to share just how simple and easy preplanning can be and will discuss how to create the proper framework to ensure success in each situation you encounter. Stop Selling and Sell More!

**Charles Rouse** is a US Navy Veteran who served from 1979-1983 and was part of the Multi-National Peace Keeping Force in Beirut. After his Military service was completed he went into the Cemetery and Funeral Business in 1983. At 21 years of age he began his career and learned the business from the ground up starting as a caretaker. By age 22 he was working in a Funeral Home as a trainee. Before he reached 23 years old he got involved in the sales and marketing end of the business and it was a natural fit. The following is a list of his accomplishments in the Death Care Industry 1983-1989 Sales Counselor – Oaklawn Memorial Gardens and Brevard Funeral Home North, Titusville, FL -1989-1990 Sales Counselor – Gibraltar Mausoleum Corporation, Florida Memorial Gardens & Funeral Home, Cocoa, FL -1990-1991 Assistant Sales Manager – Gibraltar Mausoleum Corporation, Florida Memorial Gardens & Funeral Home, Cocoa, FL - 1991-1992 Family Service Manager – Gibraltar Mausoleum Corporation, Florida Memorial Gardens & Funeral Home, Cocoa, FL -1992-1994 Sales Manager – Gibraltar Mausoleum Corporation, Brevard Memorial Park & Funeral Home, Sharpes, FL -1994-1995 Regional Sales Manager – Gibraltar Mausoleum Corporation, Gulf Pines Memorial Park and Lemon Bay Funeral Homes, Venice and Englewood, FL- 1995-1997 Area Vice President of Sales – Service Corporation International, Central Region, Indianapolis, IN - 1997-1998 Regional Vice President of Sales – Carriage Services, Houston, TX -1998 to Present – Vice President of Sales/Member, Saber Management, LLC, Kokomo, IN- 2007 to Present – Corporate Pilot – Saber Management, LLC, Kokomo, IN -2013 to Present – Vice President of Sales/Partner, National Sales Manager, Saber Management, LLC - 2 term past president of the Illinois Cemetery and Funeral Home Association and current board member - 2012 to Present – Board of Director for the Western KY Airport Authority appointed by Chief Justice Van Newburg.



This year's sales school is something you don't want to miss! The diversity of all the speakers as well as the topics lines up to be a homerun. We will see you in Charleston!



*The Francis Marion Hotel Lobby*

## ***I'M LOOKING FOR AN INVESTMENT, NOT A HANDOUT Scholarships the SCCFA way***

By Bob Case  
Holly Hill Memorial Park, Thomasville, NC



I love scholarships! If grants, scholarships, student aid and work incentive had not been available to me, I would never have attended and completed my higher education.

Some of us would go to the financial aid office on a regular basis and read everything available. We didn't have powerful search engines to do the work for us. We read, found an opportunity, wrote letters, made calls, set appointments, gave a presentation and hoped for the best. Some of the financial aid we found was obscure, but it helped us keep going from one semester to the next.

A scholarship isn't just money; it represents much more. Here are a few things to think about in relation to our annual SCCFA Scholarship Fundraiser.

**INVESTMENT:** When you give to our SCCFA Scholarship Fundraiser you are not just throwing money around. It may look like that when Buddy Ewing and I are running around the convention grabbing every dollar we can, but that's just the fun part of getting the job done. When you give, you are making an investment that can generate returns of commitment, excellence and leadership in our industry long after we are gone. You are investing in the future.

**INCENTIVE:** The scholarship is an inducement to get a person in our industry to be bigger in the future than they are today. I remember Ken Brandt (former SCI RVP of Sales) coming to me and telling me about a new year-long Certification program. When he said to me, "It could make you a much better person in our industry," I was ready to sign up because he believed in me. It made me take action.

**MOTIVATION:** In college, every time the financial aid office told me my bill was paid up, I believed in myself more and more. If somebody believed I could do it then I would prove to them that I could. Once I got moving, the help of others kept me going. Before long, the journey to completion seemed achievable.

**PAIN RELIEF:** I remember watching some pretty good people pack their bags to leave. They hit a financial brick wall and the worry about finances kept them from applying themselves academically. They were in constant financial mental pain. Our SCCFA Scholarship monies allow our industry participants to study pain-free.

**BUILDER UPPER:** Some of the people who provided help to me (or their representatives) took the time to take me off to the side and have a one-on-one. The most important thing I remember about these investors-in-me was that they were honest. They told it to me straight. Sometimes it was painful, most of the time it was warm, but they told me the truth for my own well-being. Find the people we are sending to the ICCFA University with our SCCFA Scholarship Fundraisers and talk to them. Let them know you appreciate them and then tell them you are counting on them to lead the way and set fine examples.

**REWARD:** Well, for those who use the knowledge given to them because of our SCCFA Scholarship monies, the reward is security going forward and for those of you who invest in the SCCFA Scholarship Fundraiser.... IT'S A 50/50 CHANCE FOR YOU!

***I WILL be contacting you soon; we've already raised \$1,000 for this year's fund!***