



**Funeral
Consumers**
ALLIANCE

NATIONAL CONFERENCE 2016

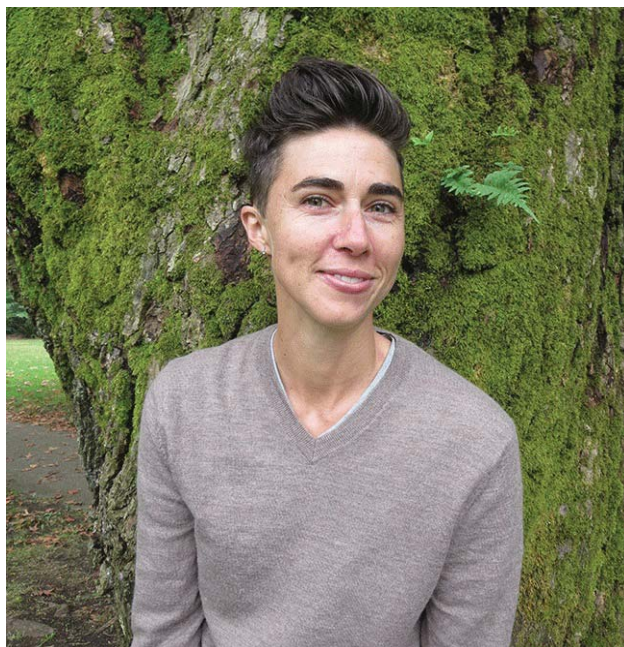
Crowne Plaza Atlanta Airport June 24-25, 2016



Join us in Atlanta! Our conference features:

- Two days of programming
- Appetizer welcome reception
- Breakfast and lunch Friday and Saturday
- Field trip to Oakland Cemetery, Atlanta's premiere Victorian garden cemetery
- **Fun!** Also, funerals.

Keynote Speakers



Katrina Spade: The Urban Death Project

Spade is making waves with her pilot study on composting human remains as an alternative to traditional earth burial. Bring your questions—yep, including the ‘morbid’ ones—for her keynote address.



Party 'til I Die: The Problem with Putting the 'Fun' in Funerals

Sociologist George Sanders of Oakland University studies the commodification of funeral rituals and examines the funeral industry's efforts to craft and market a consumer-friendly image. He argues that doing so directly impacts the important nature of our end of life rituals and may prove more alienating than comforting.

Kate Sweeney: American Afterlife

Someone dies. What happens next? A family interrs its matriarch's ashes on the floor of the Atlantic. Another holds a memorial weenie roast at a green burial cemetery. An 1898 ad for embalming fluid promises, "You can make mummies with it!" while a contemporary leading burial vault is touted as impervious to the elements. 150 years ago, a grieving mother might tend a garden at her daughter's grave. Today, she might tend the roadside memorial she erected at the spot her daughter was killed.

Join award-winning author and radio producer Kate Sweeney for a talk about changing American mourning customs and how they interact with the choices we make in what we do with the bodies of our dead.

Sweeney is the featured speaker at the closing banquet.



Workshops

Google tech—streamline your member service while training your board



The FCA of Greater Philadelphia has figured out how to efficiently "triage" consumer and member queries while educating the entire board of directors simultaneously. Join Rachel Zeldin of the FCAGP to learn how to get your board cross-trained and up to date on your affiliate's work. Responding to consumer queries is the best training for any FCA volunteer, especially when it's well-organized and shared with your peers.

Price Surveys: getting them done, and getting them online

Surveying the range of prices for funerals, burials, and cremations is probably the most useful thing FCA does. Let Shannon Shoup of the FCA of Southern California show you how to put the numbers into a reader-friendly format.



12 Home-funeral Do's and Don'ts:

As an FCA phone contact, what questions are you routinely asked about home funerals? Members of the Board of the National Home Funeral Alliance will answer frequently asked questions and lay out some practical, easy-to-remember talking points to help make those conversations easier for you and more helpful to the callers. Bring your top favorites to share.



Seeing is believing: Hands-on demonstration of after-death body care at home

The NHFA will also offer a hands-on demonstration of after-death body care. Instead of a full training session, we'll answer questions that often arise for families faced with home care. We'll need a volunteer or two, so come "prepared".

Ethics at the end of life: how to get the death you want

Karen Smith, Ph.D, is a clinical ethicist with years of experience working in hospitals with families caring for those at the end of life. Simply put, filling out your advance medical directives is only one step in ensuring your treatment wishes are followed. Karen fills in the rest of the story in an entertaining way!



Paper over pixels—direct mail fundraising

Paper appeals to your membership are the most effective and affordable way to raise money for small organizations like your FCA. FCA Executive Director Josh Slocum will give you examples of successful fundraising letters, a calendar and task list for follow-through, and how to get the best prices on printing and postage.



Writing a journalistic obituary: For the dead and pre-dead

Learn the basics of composing an entertaining, informative and objective obituary for someone you know – even yourself. Journalism professor and FCA board member Holly Shreve-Gilbert will show you how to create a first-draft for the last-word on a life that mattered. Published obituaries are one of the most-often utilized archival materials for historians, genealogists, scholars and the general public. Make sure the one you craft (or star in) tells an authentic story.



The urge to merge—a panel discussion on combining your FCA affiliate with another to form a stronger

Bring your questions to a talk on why it may be the right time to merge your FCA with another in your state. More FCA groups are deciding a stronger, more central organization works better than numerous, hyper-local societies throughout a state. Board members from FCAs that have merged will lead the discussion.

Who owns our dead: how the long arm of the law reaches into our most private funeral choices



Alabama just passed a law requiring a funeral director at every single memorial gathering. Arizona wants to make sure only expensive, full-service funeral homes can sell cremation to the public. Wake Forest Professor of Law and author Tanya Marsh critiques the expanding legal creep that has effectively made our dead—and the ways we commemorate—them the property of the commercial funeral industry.

Field Trip!

Join us Saturday afternoon for a quick ride on the light rail to Atlanta's premiere Victorian garden cemetery. Oakland cemetery has many famous residents of historical note, and the sumptuous statuary that characterizes the Victorian mourning aesthetic.



- Exact times will be announced at the conference
- Fares on the light rail are \$2.50 each way

Death, the end of life, and the law—

Continuing Education Units for social workers and hospice professionals

This block of programming on Friday afternoon is open to all registered attendees without additional payment. If you're attending these sessions only and specifically for CEUs, see the registration form for payment details. Credits have been approved by the GA-NASW for 3 CEU's (2 Ethics/1General).

1:00 pm – 2:00 pm

Ethics at the end-of-life: How to get the death you want

-Dr. Karen Smith, clinical ethicist and FCA board member

2:00 pm - 2:15 pm Break

2:15 pm - 3:15 pm

What you need to know most about POLST (Physician Orders for Life Sustaining Treatment)

What is POLST? How is it different from more familiar advance medical directives?

-Perry Mitchell, President, Compassion and Choices Georgia Chapter

3:15 pm - 3:30 pm Break

3:30 pm - 4:30 pm

Who has the legal right to control the funeral?

-A panel discussion with Probate Judge Jeryl Rosh and funeral director Nora Menkin.

Programming Note

We work hard to schedule events so attendees can participate in their favorite workshops. We cannot guarantee you a slot in a particular workshop, though most of you won't have any trouble. If the schedule does change, you'll be able to choose a different workshop. Thank you!

Schedule of Events

-All events will take place in the hotel, specific rooms will be assigned at the conference and signs will be posted.

-The shaded block of events gives Continuing Education Units to professionals who pay to attend. These events are **also open to other registered attendees (without CEUs) for no additional charge.**

-**NOTE!** There is some scheduling overlap between several events. This is necessary, not an oversight.

Thursday, June 23

9:00 am to 12 pm **FCA Board Meeting**
(outgoing & incoming boards)
(*guests welcome*)

12 pm – 6:00 pm **Registration**

6:00 pm **Reception**—join us for appetizers and cash bar.

Friday, June 24

7:00 am – 8:30 am **Breakfast**

8:00 am – 12:00 pm **Registration**

8:45 am – 10:30 am **Welcome and introductory remarks (with Q&A)**

10:30 am – 10:50 am **Break**

10:50 am – 12:00 pm **Workshops**

- Writing a journalistic obituary*—Holly Shreve-Gilbert
- Google tech: streamlining member service and FCA board education*—Rachel Zeldin
- Cost-comparison surveys*—Shannon Shoup
- Paper over pixels, fundraising*—Josh Slocum

12:00pm – 1:00 pm **Lunch**—tables will have topic cards for impromptu discussion with your table mates

CEU WORKSHOPS

1:00 pm – 2:00 pm
Ethics at the end-of-life: How to get the death you want—Dr. Karen Smith

2:00 pm - 2:15 pm **Break**

2:15 pm - 3:15 pm
Healthcare surrogate issues and Georgia POLST (Physician Orders for Life Sustaining Treatment)—Perry Mitchell, Compassion and Choices

3:15 pm - 3:30 pm **Break**

3:30 pm - 4:30 pm

Who has the legal right to control the funeral? — Panel discussion with Probate Judge Jeryl Rosh and funeral director Nora Menkin

1:30 pm - 2:30 pm **Plenary** Party 'til I die: the problem with putting the 'fun' in funerals—Dr. George Sanders

2:30 pm – 2:45 pm **Break**

2:45 pm - 3:45 pm **Workshop**

Seeing is believing: Plan to stop by for a hands-on demonstration of after-death body care by the National Home Funeral Alliance.

~End of Friday Programming~

Dinner is on your own at the hotel or out on the town. Entertainment in the evening, such as a movie, may be announced later.

Saturday, June 25

8:00 am – 12:00 p.m. **Registration**

7:00 am – 8:30 am **Breakfast**

8:45 am – 9:00 am **Housekeeping**

9:00 am – 10:20 am **Plenary**- Life after death: composting people—Katrina Spade of the Urban Death Project

10:20 am – 10:45 am **Break**

10:45 am - 12:15 pm **Workshops**

- 12 Home Funeral Do's and Don'ts*-National Home Funeral Alliance
- Cost-comparison surveys*- (REPEAT)
- Panel discussion on merging FCA affiliates to form stronger, state-wide organizations*

12:15 pm – 1:15 pm **Lunch**

1:15 pm – 2:30 pm **Workshops**

- Writing a journalistic obituary* (REPEAT)
- Who owns our dead?* Dr. Tanya Marsh
- Paper over pixels, fundraising* (REPEAT)

2:30 pm – 5 pm. **Optional Field Trip**—Hop on the light rail near the hotel to visit historic Oakland Cemetery, Atlanta's Victorian garden burial ground.

6 pm - 9 pm **Appetizers and cash bar, closing banquet begins at 7 pm**—*Author Kate Sweeney is the featured speaker*

Sunday, June 26

9:00 am – 12:00 pm **Checkout**

9:00 am – 5:00 pm **FCA Board meeting**
(*guests welcome*)

Hotel and Reservations

We will be at the Crowne Plaza, Atlanta airport. We've worked a special discount for attendees; rooms are \$92 a night plus tax so book early as the room block is limited. Book your rooms directly with the Crowne Plaza. Be sure to tell them to book you within the FCA ROOM BLOCK.

Crowne Plaza Atlanta Airport, 1325 Virginia Avenue, Atlanta, 30344. Front desk: 404-768-6660. Looking for a roomie? Go to funerals.org/forum and post in the "Conference Roommate Finder" thread.

Shuttle

Crowne Plaza offers a complimentary shuttle.

Having fun in Atlanta

The hotel is on the MARTA light rail line. Hop on the train to see the city!

Meals

Your conference registration includes the incoming appetizer reception on Thursday, June 23, plus breakfast and lunch on Friday and Saturday. Single-day registration includes meals for the day you attend. Meals are served buffet style and there will be vegetarian and vegan options. **If you have special dietary needs or restrictions, be sure to tell us on your registration form.** Dinner Friday evening is on your own and the Saturday closing banquet is optional.

When

Thursday, June 23, 2016 (most people arrive this day in preparation for the conference beginning the next morning)

- FCA National board meeting; open to visitors, 9 am to 12 pm
- Cash bar and heavy hors d'oeuvres reception starting 6 pm

Friday, June 24, 2016—programming from 9 am to 4:30 pm

Saturday, June 25, 2016—programming from 9 am to 5 pm, cash bar and appetizers at 6, closing banquet at 7

Registration

Volunteers will be available to check you in within the lobby from 12 pm. to 5 pm Thursday, and from 8 am to noon both Friday and Saturday. This is where you'll receive your updated program materials, name badge, etc.

Cost

Full conference registration—\$275

One-day registration-\$137

Saturday Closing Banquet featuring Kate Sweeney-\$50

CEU workshops (only additional if you're not registered to attend the conference)-\$85

Scholarships

We can't say it enough—our conferences are so much fun and they're *so good for your local FCA affiliate.* We want you there! If money is an issue, check out our scholarship opportunities. A brief application can be found at funerals.org/conference. Look for the link labeled "Scholarship Application." **DO NOT WAIT** to apply; funding is limited!

2016 REGISTRATION FORM

Please complete your registration by June 3, 2016

Name _____

Address _____

Phone: _____ Email: _____

My FCA Affiliate (or if none, leave blank): _____

Emergency Contact name and number: _____

May we share your contact information with other conference attendees? ___ Yes ___ No

Workshops (please choose up to **four)**

- ___ Price surveys: getting them done
- ___ Google tech: streamlining your member service
- ___ Writing a journalistic obituary
- ___ Direct mail fundraising
- ___ Ethics at the end of life (CEU available)
- ___ What you need to know about POLST (CEU available)

- ___ Who has the legal right to control the funeral? (CEU available)
- ___ Seeing is believing: home-funeral body preparation
- ___ 12 Home funeral do's and don'ts
- ___ Panel discussion on merging FCA affiliates

I AM REGISTERING FOR:

___ **Whole conference** (includes breakfast and lunch Friday and Saturday)
\$275

___ **Single-day registration fee** (please circle FRIDAY or SATURDAY; incs. breakfast and lunch)
\$137

___ **CEU portion only**
\$85 (for those requiring CEUs but not otherwise registered for the conference)

___ **Saturday closing banquet** (optional, spouses/guests welcome)
\$50

TOTAL: _____

Dietary and accessibility needs

If you have special needs for your diet, or for accessibility to our events, let us know so we can make it happen!

Payment
<input type="checkbox"/> I've enclosed a check
-or-
My Visa/Mastercard # is _____ - _____ - _____ - _____
Expiration Date: _____ 3-digit code on rear of card _____

**PLEASE MAIL TO:
FCA CONFERENCE
33 PATCHEN ROAD
SOUTH BURLINGTON, VT
05403**

**Thank You! You will receive a confirmation letter in the mail.
Call us at 802-865-8300 or email fca@funerals.org**