

Cemetery Directors' Conference ²⁰⁰⁵

November 2-3, 2005 ■ Orlando, Florida ■ Sheraton World Resort

Panel of Experts:



Jack
Metzler



Dave
Ward



Larry
Anspach



Jon
Shults



David
Yearsley



Gordon
Ponsford



Thomas
Smith



Wes
Johnson



Brandon
Finley



Ken
Bull

Program Focus: High value sessions designed strictly for cemetery owners, managers and board members. The conference covers best practices with cemetery profession experts as facilitators in key areas across the entire operation of a successful cemetery today. Supplier exhibits and product demos also available.

Faculty: 10 profession-leading cemetery management experts!

Program Time and Duration: Wed., November 2, 2005, 8 a.m. to 4:30 p.m.; Thurs., November 3, 8 a.m. to 11:30 a.m.
(Total programming: 11 hours)

Conference Location: Sheraton World Resort, 10100 International Dr, Orlando, FL 32821. Reservations: 407-352-1100. www.sheratonworld.com

CE Credits: 11 hours (1.1 CEU) of continuing-education credit anticipated from the Academy of Professional Funeral Service Practice and most state boards.

Sponsored by: **AmericanCemetery®**

Here's what just one attendee said after attending the Cemetery Directors' Conference last year:

"I cannot thank you all enough for such an informative two day conference. Everything was so organized and the thoughts and ideas that I have taken away from this will serve the needs of our cemetery for countless years."

*Mike Henlyshyn, President
Island Cemetery Co., Newport, RI*

Wednesday, Nov. 2, 2005

7:00 a.m. – 8:00 a.m.

**Conference Registration, Continental Breakfast,
Networking, Exhibits**

8:00 a.m. – 9:15 a.m.



**Veteran's Benefits & Military Honors –
How to Best Honor Our Fallen Heroes**

*John C. (Jack) Metzler – Superintendent,
Arlington National Cemetery, Arlington, Virginia*

KEYNOTE
PRESENTATION

Last year's highest-rated speaker gives you an in-depth look at the daily operation and maintenance of Arlington National Cemetery, our nation's most-hallowed burial grounds. Also, get the latest guidance on how to best serve military families in your community, especially in this time of war. Bring your best questions for the expert!

9:30 a.m. – 10:30 a.m.



**Cremation Gardens & Other Ideas –
The Immediate Opportunity Cremation
Presents for Your Cemetery Operation**

*Dave Ward – President, Grever & Ward,
Orchard Park, New York*

Cremation gardens have come of age in cemeteries throughout the world, but especially in North America recently. Once considered a low-end product and a means of using poor quality land, cremation gardens are now offered as a creative alternative to traditional cemetery facilities. Imagine the opportunities this and other ideas present for ceterierians dealing with a steady rise in cremation rates, ever-increasing operational result pressures and a continuous change in community cultural makeup, especially in the United States today. Cremation remains an incredible opportunity for ceterierians throughout the world. So, we've called on Dave Ward with over 20 years of cemetery planning and design experience to help you see these opportunities and capitalize on them before your competitor does.

10:45 a.m. – 12:00 p.m.



How to Increase the Value of Your Cemetery
*Larry C. Anspach – President, American
Cemetery/Mortuary Consultants,
Las Vegas, Nevada*

Real estate is a finite resource that will appreciate in value every year, but there are things you can do to enhance the value of your cemetery to drive its worth even higher. One of the most highly

respected consultants to cemetery operators will offer his insight i how you can maximize the value of your cemetery.

12:00 p.m. – 1:30 p.m.

Lunch and Networking in Exhibit Area

1:30 p.m. – 2:45 p.m.



**Cemetery Sales, Marketing & Delivering
Outstanding Customer Service**

*Jon Shults – Vice President, Flanner & Buchanan
Funeral Centers, Indianapolis, Indiana*

What separates you from your competitor? They have land, you ha land. They have a mausoleum, you have a mausoleum. They have columbarium, you have a columbarium. The intangibles may be th one thing that causes your company to rise to the top and become the one that is known for outstanding service. Be prepared to be challenged with new ideas from one of the most forward-thinking nationally respected funeral and cemetery providers.

3:00 p.m. – 3:45 p.m.



The 4 Keys to Mausoleum Maintenance

*David Yearsley – President, Ensure-A-Seal, Inc.
Export, Pennsylvania*

There are 4 major mausoleum concerns that affect cemetery operations today – and you MUST understand them! This presentation walks you through each in detail and helps you to understand the best ways to limit your liability and best serve families' wishes. We've brought you the expert with over 19 years of mausoleum maintenance experience to dissect the universe for this tremendous opportunity for all cemeteries, especially those w space issues.

3:45 p.m. – 4:30 p.m.



Historic Preservation Challenges

*Gordon Ponsford, Ponsford Ltd,
Acworth, Georgia*

Many cemeteries have more artifacts and history with their borders than most museums...and they need to be protected With over 30 years in the conservation and restoration field, Pons will discuss the responsibility of caring for historical monuments and sculptures that enhance the appearance and by extension the popularity of the cemetery.

4:30 p.m. – 6:30 p.m.

Networking Reception in Exhibit Area