

# INTERNATIONAL Cemetery & Funeral MANAGEMENT

2006

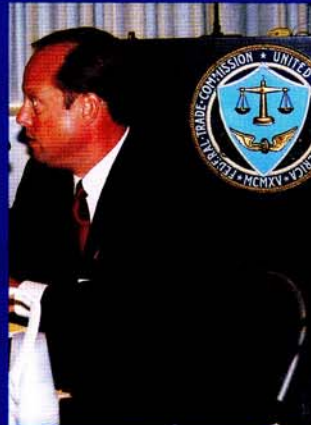
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**It's campaign season: The ICFA's Government & Legal Relations Committee needs you!**



**Watching D.C.**  
How the ICFA speaks up for you



*Funeral director Mark Krause, an ICFA vice president, testifying on behalf of ICFA members at a Federal Trade Commission workshop on Internet casket sales.*



*ICFA Vice President Paul Elvig testifying at an FTC public forum on the Telemarketing Rule.*



In the Washington, D.C., offices of House Minority Leader Nancy Pelosi (D-CA), ICFA General Counsel and External COO Bob Fells, Esq.; Larry Anspach, CCE, American Cemetery & Mortuary Consultants, Las Vegas, Nevada; Terri McCullough, Pelosi's chief of staff; Mike Doherty, Fairfax Memorial Park, Fairfax, Virginia; Barry Berlin, Hillside Memorial Park & Mortuary, Culver City, California; ICFA Government & Legal Affairs Committee Chairman Irwin Shipper, CCE; and ICFA President Ray Frew, CCFE, Green Hills Memorial Park, Rancho Palos Verdes, California. The ICFA delegation, which also included Caressa Hughes, Service Corporation International, Houston, Texas, visited over a dozen Congressional offices during a two-day visit to Washington, D.C.

# It's campaign season

## What the ICFA Government & Legal Fund does for you and your business and how you can support the effort



Flanking Sen. Bill Nelson (D-FL), in his Washington, D.C., office, are Anspach and Shipper. Nelson serves on the Budget, Commerce and Aging committees.

Dear ICFA Member:

Barely a month ago, I joined six of our ICFA colleagues in Washington, D.C., to spend two days making calls on congressmen and senators to introduce ourselves, meet with staff, and discuss how the ICFA can be of service to their constituents.

The pace on Capitol Hill was hectic during our two days there. There was an unending stream of visitors (mostly lobbyists, it seemed) entering every House and Senate office building. The ICFA team came to offer *our* help rather than to seek favors. We discussed our consumer mediation services and our model guidelines to strengthen state laws and regulations. All of the legislators we visited had received support from the ICFA PAC or from individual ICFA members in the delegation, so we were on record as supporting their re-election efforts.

In every case our efforts were welcomed and greeted with appreciation. My one regret is that we only had time to meet with a fraction of the 535 members of Congress and their staffs. However, each person we spoke with, whether a member of Congress or staff, made the same point: *We don't know much about your business.*

That seems like a warning flag to me, and suggests that a lot more ICFA members need to become acquainted with their Congressional delegations and to educate them regarding the funeral, cemetery and memorialization profession. If we don't define ourselves and our profession to our Congressional representatives,



Frew, Hughes, Berlin, Rep. Jane Harman (D-CA), Anspach and Doherty by the Congressional Dining Room in the U.S. Capitol where Harman hosted a luncheon for the ICFA team. Harman represents the district that includes Green Hills Memorial Park, so Frew has done what the ICFA urges its members to do: He has gotten to know her so that he can offer her and her staff his expertise when an issue related to the cemetery/funeral profession arises.

then we risk having others who are critical of our industry do it for us. The choice is up to us.

The ICFA PAC is barely three years old, but clearly it has already helped open doors for us. However, it is the ICFA **Government and Legal Fund** that pays all of our PAC's expenses so that all PAC contributions can go directly to federal election campaigns.

The fact is that annual dues alone to the ICFA cannot support the association's Government Relations Program if it is going to continue to be effective. The G&L Fund is being drawn on to:

- provide ICFA members with expert legal counseling in employment law and taxation;
- monitor the daily activities of Congress, federal agencies and the courts;
- maintain the staffing needed to assure that experienced and dedicated personnel are protecting our business interests;
- underwrite the ICFA's intervention in litigation involving the industry—working with members' attorneys, researching, drafting and submitting "friend of the court" briefs; and
- pay the expenses of administering the ICFA PAC, as noted above.

I think you will readily agree that our **members' support** of the Government and Legal Fund **is critical**. So I am asking you to help the ICFA to help you and your business in two ways: First, **make an appointment** to meet your Congressional members when they visit your district offices; and second, **make a pledge** to the Government and Legal Fund today on the enclosed form. Thank you.

Sincerely,

Irwin W. Shipper, CCE  
 Chairman, Government & Legal Affairs Committee  
 ICFA Past President  
 Hall of Fame Award Recipient



Rep. Ed Towns (D-NY) with Frew in Towns' office in Washington, D.C. Towns represents Brooklyn and serves on the subcommittees on Commerce, Trade and Consumer Protection and Telecommunications and the Internet.

### To do list:

- ✓ Get to know your representatives in Congress
- ✓ Make a donation to the ICFA Government & Legal Fund
- ✓ Ask your representative and senators if they would be willing to meet with the ICFA delegation next year

# Get your ICFA dues' worth: Get involved

February 21, 2006

To the editor:

*I really took advantage of my ICFA dues this month!*

*Last week I had the opportunity to join ICFA President Ray Frew, External COO Bob Fells and several of my fellow members as part of the ICFA delegation on Capitol Hill for meetings with members of Congress and their staff. As vice president of a cemetery-funeral home combination, I was in full support of our association's efforts to establish a greater presence in Washington. Effective lobbyists will always say that the time to establish relationships with legislators is before you need them—and that's just what we did.*

*I have lived in Northern Virginia my whole life, just across the river from our nation's capital, yet this was my first trip of any sort to visit a United States senator or congressperson. I was amazed that even in a post-9-/11 climate; access to members of Congress is relatively easy. You do have to pass through airport-like screening devices at the entrance to the Capitol and Senate and House office buildings.*

*One day we were invited by Rep. Jane Harman (D-CA) to have lunch with her in the House members' dining room. The next day we had lunch with a Senate legislative staff member in the Senate dining room. Members of our delegation had pre-arranged meetings with the various legislators in advance of our arrival through their "scheduler." It made a big difference in our visit.*

*After a long first day of meetings on the Hill, I received a frantic call from our Virginia Cemetery Association lobbyist about a hearing on a bill in the state legislature. I was able to run the bill's lan-*



Meeting with Rep. Shelley Berkley (D-NV) in her office were, from left, Fells, Hughes, Shipper, Anspach and Doherty. Berkley is ranking minority member on the Veterans Affairs Subcommittee on Memorial Affairs, before which the ICFA testified in April 2005 about veterans' burial benefits. She represents Las Vegas, where Anspach lives.

*guage by the people in our delegation, which included a distinguished group of leaders from our profession, including Caressa Hughes, managing director of governmental affairs for SCI. Caressa was familiar with the type of legislation being proposed. She called her office and had someone e-mail us three other states' laws on the subject. I then forwarded the information to our lobbyist, who was able to use the language the next day to help with an amendment we wanted.*

*I understand that the ICFA plans to make these Capitol Hill visits an annual event. Members can help out by establishing a relationship with their Congressional representatives. Ask your representatives if they would be available to meet with an ICFA delegation next year. And don't forget to make a contribution to the ICFA Government and Legal Fund.*

*Membership in the ICFA is an incredible resource. Don't be afraid to get your money's worth!*

*Michael H. Doherty, Vice President  
Fairfax Memorial Park  
Fairfax, Virginia*