



NATIONAL CONFERENCE 2010

Indiana University
June 3-6, 2010
Willkie Residence Center
150 North Rose Street
Bloomington, IN 47406-7505

2010 is shaping up to be one of the most exciting in our history! Since our federation of consumer groups successfully pushed for national regulations to govern funeral homes with the 1982 Funeral Rule, we have lobbied to expand Federal Trade Commission oversight to cemeteries. The dream may become a reality this year, with the introduction of HR3655, The Bereaved Consumers Protection Act. Representative Bobby Rush, the bill's sponsor, will join us to accept an award for outstanding service to funeral consumers, and to let us know how we can help make national cemetery reform a reality.

We're delighted to welcome renowned author Robert Fulghum as our keynote presenter! Fulghum will address our conference twice, and he promises a fascinating mixture of observations on the serious and not-so-serious face of funerals.

As always, we've rounded out the conference with a large variety of practical small group workshops on everything from fundraising, to price surveys, to monitoring your state legislature.

FEATURED SPEAKERS



Robert Fulghum

Fulghum is the author of eight-bestselling books, including All I Really Needed to Know I learned in

Kindergarten, and It Was On Fire When I Lay Down On It. His insightful essays and gentle humor have won him acclaim at conferences and events around the U.S. and Europe. His works have been adapted for PBS and the stage.

Fulghum will be our featured presenter during the closing banquet Saturday night; he'll also address the conference during our Friday plenary session. He doesn't like to give out titles before his talks, preferring to pick up on audience interests and weave them into his talk (you can be sure whatever he has to say will be worth hearing!)

US Representive Bobby Rush

Bobby Rush represents Chicago's 1st District in the U.S. House of Representatives. He is the Chairman of the Subcommittee on Consumer Protection, and the sponsor of HR3655, the most important bill for grieving consumers in



years. The bill will expand the FTC Funeral Rule (which currently applies only to funeral homes) to cover cemeteries, crematories, and third-party retailers.

Rep. Rush introduced the bill after the shocking discovery that 300 or more graves had been descrated at Chicago's historic Burr Oak Cemetery. We will present Rush with the **FCAAward for Outstanding Service to Funeral Consumers**, and he'll share with us how the FCA Federation can help with this historic consumer protection effort.



Daniel F. Evans, Jr., President and CEO of Clarian Health

Most Americans say they don't want to suffer at the endof-life, tethered to machines, but less than half of us have filled out advance medical directives.

As with funerals, we don't like to talk about the last days of our lives. Daniel F. Evans, Jr., is president and CEO of Clarian Health, a medical research center affiliated with the IU School of Medicine. He'll talk about the importance of advance planning from the healthcare professional's perspective, and how healthcare workers and funeral consumer organizations can work together to encourage comprehensive end-of-life planning.

Jerrigrace Lyons and Nancy Ward

The Future of Home Funerals

Jerrigrace Lyons is a pioneer in the movement to bring funerals back into the home and under the family's — not a funeral director's — control. She founded Final Passages in the early 1990s, an organization that trains people how to help families through the legalities and practical aspects of caring for the dead privately.

Nancy Ward is a home funeral educator in Oregon. This spring, she sat on a committee appointed to draw up rules for the licensure of "death care consultants," those who advise families on how to care for their own dead. Oregon is the first state to require a license for merely advising families on home death care, and consumer advocates and home funeral guides are worried about a legislative clamp-down on the practice in other states.

Join Jerrigrace and Nancy for a panel discussion and a Q&A session on the future of home funerals, and how FCA groups can help preserve the right of families to care for their own dead without being forced to hire a commercial funeral home.

Workshops

(choose up to three on the registration form)

Building a Better Board

Laurie Powsner, FCA President and Executive Director of FCA of Princeton

Is your board running out of ideas and energy? Do you have a diversity of viewpoints and skills, or is your group too homogenous? A well-rounded board of directors includes members from a variety of fields: business, nonprofit organizations, church groups, hospice and social work, to name a few. Learn how to recruit the best and brightest from your community and give your FCA's board new energy and ideas.

Focus on Fundraising Pam Davidson, Esq.

Every nonprofit needs a fundraising plan if it wants to survive. Donations are the lifeblood that allows our organizations to educate the public about funeral options, and stand up for the rights of grieving consumers. New membership fees alone won't cut it.

Pam Davidson served at the Indiana University Foundation for 12 years as its Executive Director and Associate Counsel, gathering pledges of more than \$10 million per year through the planned giving program. Join her to learn how to apply professional fundraising techniques to your FCA group.

On the Phone: How to Handle Consumer Callers

Paul Deischer, Office Manager, Peoples Memorial Association

Ever pick up the phone at your affiliate and end up baffled by the call? Do you want some techniques to find out what the caller is actually asking (and what they really need to know)? Paul has answered at least 10,000 of these calls, and he's learned some tricks along the way. Bring your toughest examples to this workshop and learn how to use FCA literature and Internet resources to confidently answer any query.

Advocacy in Action I: Legislative Basics Josh Slocum, FCA Executive Director

Funeral consumer organizations are mainly educational, but we have to be political too. Without our watchful eye, organized funeral lobbying groups have the upper hand when state lawmakers address crucial issues such as prepaid funeral funding and citizens' legal rights to direct what happens to them at death. Becoming a consumer lobbyist isn't as hard as it may seem, and it's invigorating. In this workshop, you'll learn:

- How to find out what your existing state laws require and forbid
- How to monitor your state's pending legislation in the comfort of your bathrobe
- How to write clear, compelling testimony
- How to get great publicity for your FCA (and excited new members) in the process

Advocacy in Action II: Roaming the Capitol Halls

Jim Bates, FCA Board of Directors, President FCA of North Texas

Don't just "kill" a bill, write a new one; and if you're lucky, you might even pass a new law. Go to expensive receptions for free. Meet powerful people while pretending to be one yourself. Yes ... you can do it! By building relationships with state regulators and lawmakers in Texas, Jim successfully pushed for tighter consumer protections for funeral consumers who prepay, as well as expanding the rights of consumers to cancel or transfer their prepaid funeral contracts. Join him to learn how regulators and lawmakers see the issues, and how to become a resource they turn to when funeral consumer issues arise.

Picture them in their Underwear: Spreading FCA's Message to a Live Audience

Nancy Petersen, FCA Board of Directors, FCA of Greater Kansas City

Afraid no one's listening when you speak to groups? Notice your audience is nodding off? Giving the exact same talk to every group? Nancy Petersen's infectious personality and enthusiasm for the topic have made her a hot public speaker for community and professional groups around her state. She'll offer some easy and practical ideas to enhance your message, share your passion, and ensure everyone is listening.

Wrangling Your Member Database

Paul Deischer, Office Manager, Peoples Memorial Association

Keeping track of your members is crucial. Whether you're getting ready to mail a newsletter, calling for member support for a legislative action, or raising funds, you need to know who and where they are. Learn what to gather, how to store it, and how to use it. Paul will show you the who, what, where, when and why of data as well as how to get your computer to do all the hard work.

Price Surveys and Publicity Josh Slocum, FCA Executive Director

Funeral consumer organizations do unique work, and nothing is more unique than our periodic price surveys of funeral homes. Most people have never even thought of comparing funeral prices ahead of time, and we know what that means for a grieving family's wallet. A well-done, well-publicized price survey will nearly always land your FCA group a feature article in the newspaper or on local TV and Radio—a boon for your membership and fundraising efforts. Josh Slocum will show you how the successful FCA groups do it.

Old Traditions: New Ways – Bringing Funerals Back to Family and Friends

Sandy Booth, Crossings Care Circle

Funerals in the past - what was traditional? Caring for the dead in the home. With the move from rural to urban settings the country undertaker/coffin maker evolved into the modern mortician. With industrialization people looked to the professional specialist in many areas of life, from physicians attending mothers in childbirth in the hospital to funeral directors attending the dead in the funeral parlor. There is now a growing trend for families once again to become involved in the process.

You'll learn how to carry out the practical aspects of caring for a loved one who has died. Basic skills will be covered relating to how to care for the body to give you the confidence and courage to create a beautiful and meaningful experience when death occurs.

The Right To Die Well; Why Physician-Assisted Dying Should Be Legal

Clarke Miller, President, Compassion and Choices of Indiana

While only Oregon and Washington have legalized physician-assisted dying, interest in allowing terminally ill people access to help in determining their own time to go is spreading nationwide. Clarke Miller offers a fascinating perspective on the issue. A former Catholic priest, Miller served as a nursing home administrator for 12 years where he wrestled with the ethical questions surrounding illness, suffering, and patient autonomy. He'll use patient case histories to explore these issues. Bring your questions and concerns; this is the place to freely discuss the topic without taboo.

Website 1, 2, 3 Jim Bates, FCA Board of Directors, President FCA of North Texas

Fifteen years ago, most people hadn't even heard of the Internet. If you don't have a website in 2010, your organization will be increasingly seen as irrelevant. A web presence is a must, and even a simple website can save your FCA volunteer time and postage costs by making your materials available free around the clock. Creating and maintaining a website has never been easier or cheaper. You don't need to learn arcane computer programming code—inexpensive website-building services online are as easy to use as popular word processing programs. Bring your laptop and learn to do it live!

Special Events and Entertainment!

- Tired and hungry when you get off the plane? We've got you covered. **Your registration includes a cookout dinner** from 6 to 9 p.m. on the tennis courts across from the Willkie Residence Complex. Cash bar available.
- Don't forget to **register for our closing banquet** with featured speaker **Robert Fulghum**. We've planned an elegant catered supper at Neal Marshall Black Culture Center. The buffet includes roast beef, Italian new potatoes, assorted seasonal vegetables, sesame noodles with pea pods, grilled chicken breast, wild rice, linguine with California vegetables, homemade bread and assorted pies. Appetizers and cash bar start at 6 p.m., dinner is served at 7 p.m.
- The world-renowned **Kinsey Institute for Research in Sex, Gender, and Reproduction** is offering FCA conference attendees a personally guided tour of their latest exhibits Thursday, June 3, at 3 p.m. The Institute is on the IU campus. For information and directions, visit www.kinseyinstitute.org, or call (812) 855-7686.

Thanks to the volunteers at the **FCA of Bloomington** who are hosting our conference, the Bloomington Convention and Visitors Bureau, and the Cemetery Committee of the Monroe County History Center, you have a wide array of self-guided dining and sightseeing choices while in town. Gourmands bring your appetites; Bloomington features an incredible range of cuisine including Ethiopian, Middle Eastern, Pan-Asian and more.

Those arriving on Thursday are welcome to visit the hospitality center at the Monroe County History Center between 1 and 4:00 pm in downtown Bloomington at the corners of North Washington and East Sixth Streets, (812) 332-2517). **www.monroehistory.org**. Indiana University Bus maps available at Willkie will guide you to the downtown area.

The hospitality center at the museum will offer:

- Guidance, concierge style, about sightseeing in Bloomington. Self-guided (pamphlets) walking tours of the historic districts in Bloomington (Over a dozen tours are available, including the downtown Rosehill Cemetery
- A guided tour of Bloomington's Rosehill Cemetery which contains a pioneer section (start times to be announced) and a chance to see cemetery restoration in progress.
- An exhibit of items from early funeral practices from the History Center's collection
- · Refreshments provided by FCA Bloomington,
- An exhibit of local artifacts in the permanent collection and special exhibits
- · A genealogy library and the museum gift shop

Important Information

Rooms

All rooms in Willkie are singles, and adjoining rooms share a bathroom. The rooms are new and comfortable, with carpeting and individual air conditioning. Linens are included; **but be sure to bring your own toiletries**. You might want to bring a travel reading light if you curl up with a book at bedtime. Let us know if you want to come early or stay an extra night (additional charge). You will pick up your room key **and pay for your room** at the front desk of Willkie A, the residence hall. Rooms are \$53 per night, and Willkie accepts cash, check, or Visa or Mastercard.

Emergency Contacts

Willkie Front Desk: 812-856-4804

Campus Police: Dial 911, or 812-855-1496

Internet Access

Wireless internet access is available, and passwords will be assigned at check-in.

Meals

Your registration fee includes the Thursday cookout, plus breakfast and lunch Friday and Saturday. Breakfast and lunch will be served in Willkie C, right next door to the residence hall (the same building where all our events will take place). Breakfast Friday and Saturday includes scrambled eggs, spinach quiche, sausage, bagels, fruit, juice, tea and coffee.

You have a choice of boxed lunches (see registration form).

Dinner Friday evening is "on your own" in Bloomington.

We hope you'll join us for the (optional) catered banquet Saturday night.

Registration

Conference Registration will take place at Willkie C. You'll get a tote bag with updated conference information, as well as local bus schedules and maps. See the schedule of events for times.

Commuters/Parking

Parking is available in the lot behind the Willkie Complex. Check-in at the front desk of Willkie A for a permit. There may be a per-day charge of approximately \$5, but this is subject to change.

Transportation from Indianapolis International Airport

Bloomington Shuttle Service is the most convenient and economical way to get right to the front door of Willkie Residence Center. Tickets are \$15 one way, or \$30 roundtrip. There is no discount for multiple riders. Shuttles run from the airport to Willkie from 6:40 a.m. to 10:40 p.m. Allow 45 minutes to an hour one-way. For full schedule information, or to book your reservation ahead of time, visit **www.bloomingtonshuttle.com**, or call **800-589-6004.**

Nearby Shops

There is a convenience store, plus several pizza and sandwich shops about two city blocks away from the Willkie Residence Center. Go up Union Street to the intersection with 3rd Street and turn left.

Literature

Feel free to bring brochures, newsletters, price surveys, or any other material from your FCA group to share. There will be tables in Willkie C for your materials.

Questions?

Call FCA at 800-765-0107

Schedule of Events

Registration, All Plenary Sessions and Workshops, and Breakfast and Lunch, Will Be Held in the Willkie C,
Next-Door to the Residence Halls

Thursday, June 3

12:00 pm – 5:00 pm **FCA Board Meeting** (outgoing & incoming)- Willkie Center 111 (guests welcome)

2:00 pm - 6:00 pm Registration

2:00 pm - 6:00 pm **Vendor set-up**

6:00 pm - 9:00 pm **Outdoor cookout** - tennis

courts across from Willkie

Friday, June 4

7:00 am - 8:30 am **Breakfast**

8:00 am - 1:00 pm **Registration**

8:45 am - 9:00 am **Welcome** - Carol Seaman,

President FCA of Bloomington, Auditorium

9:00 am - 9:30 am State of the Funeral Consumers Alliance

- Laurie Powsner, President

- Josh Slocum, Exec. Director

9:30 am - 10:15am Audience Q & A

10:15 am - 10:45 am **Break**

10:45 am – 12:00 pm **Workshops**

a. Building a Better Board

b. Focus on Fundraising

c. Phone Training: How to Handle Your Consumer Callers

d. Advocacy in Action I: Legislative Basics

e. Home Funerals:a Practical Guide

12:00 pm – 1:00 pm **Lunch** – Tables will be marked for conversation topics, including: Anatomical Donation, Home Funerals, Networking, Building a Stronger Affiliate. Legislation, and more

1:00 pm - 2:30 pm **Robert Fulghum** - Auditorium

2:30 pm - 3:30 pm Rep. Bobby Rush - Auditorium

3:30 pm - 4:15 pm **Break**

4:15 pm - 5:00 pm **Open Mic** - Auditorium

5:00 pm - bedtime **Dinner & Sightseeing**

(on your own)

8:00 pm - 10:00 pm Movie with popcorn - Auditorium

Saturday, June 5

7:00 am - 8:30 am **Breakfast**

8:00 am - 10:00 am **Registration**

8:45 am - 9:00 am **Announcements -** Auditorium

9:00 am - 10:15 am Health Care Spending at the

End of Life - Daniel F. Evans, Jr., Clarian Health, Auditorium

on, Olanan Health, Auc

10:15 am - 10:45 am Break

10:45 am – 12:00 pm **Workshops**

a. Advocacy in Action II: Lobbying in Detail

b. Wrangling Your Member Database

c. Speaking Out: Effective Public Talks

d. Price Surveys and Publicity

e. Home Funerals: a Practical Guide

12:00 pm - 1:00 pm **Lunch**

1:00 pm - 2:00 pm The Future of Home Funerals

Jerrigrace Lyons and Nancy

Ward, Auditorium

2:00 pm - 3:30 pm **Workshops**

a. The Right To Die Well; Why Physician-Assisted Dving Should Be Legal

b. Website 1, 2, 3 (REPEAT)

c. Price Surveys and Publicity (REPEAT)

d. Phone Training: How to Handle Your Consumer Callers (REPEAT)

e. Building a Better Board

3:30 pm - 4:00 pm **Break**

4:00 pm - 5:00 pm **Open Mic**

6:00 pm - 10 p.m. **Reception and Banquet** (optional event – must pre-register) – Neal Marshall Black Culture Center. Appetizers 6-7; dinner at 7 p.m.

Featuring Robert Fulghum

Sunday, June 29

9:00 am - 12:00 pm Checkout

9:00 am - 12:00 pm FCA Board meeting - Willkie

Center 111 (guests welcome)

2010 REGISTRATION FORM

The DEADLINE for registration is **MAY 15**^h. There will be a \$30 late charge after that date.

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	r conference attendees at their request?Yes No
Workshops (pl	lease choose up to three)
Building a Better Board	Member Databases
Focus on Fundraising	Picture Them in Their Underwear: Public Talks
Phone Training (will be repeated once	Price Surveys and Publicity (will be repeated once)
Advocacy in Action I	Home Funerals: a Practical Guide
Home Funerals: a Practical Guide	The Right To Die Well: Why Physician-Assisted Dying Should Be Legal
Advocacy in Action II	Website 1, 2, 3 (will be repeated once)
There is a limited fund to help those from FCA Afr Scholarships are available <u>only</u> to first-time attend <u>attended the last two Biennial Conferences</u> , and w up to \$150 may be available. Call 800-765-0107 for Registration fee , whole conference (includes Th	whose Affiliates cannot afford to send a delegate. Stipends of or more information. ursday cookout, breakfast and lunch Friday and Saturday)
note - your registration does not include your roo	
Commuter/ 1-day registration fee (please circle	FRIDAY or SATURDAY; breakfast and lunch included)
	\$95
Saturday Banquet Buffet (optional)	\$35
TOTAL:	(carry over to next page for payment)

Important - If you have a special need or require accommodation to participate in the conference, call FCA at 800-765-0107

(Room Reservations, Lunch Choices, and Payment on Next Page)

Room Reservations

All rooms in Willkie A are singles; two rooms share an adjoining bathroom. Rooms are \$53 per night.

<u>DO NOT</u> INCLUDE ROOM PAYMENT WITH THIS FORM. You will pay for your room at check-in at Willkie A. They accept cash, check, or Visa/Mastercard.

I would like a room:	
Wednesday night	
Thursday night	
Friday night	
Saturday night	
Sunday Night	
	istration fee, but please let us know what you'd like! wich, pasta salad, chips, fruit, and soft drink
Friday	Saturday
roast beef on croissant	roast beef on croissant
ham on croissant	ham on croissant
turkey club	turkey club
California veggies on croissant	California veggies on croissant
I've enclosed a check -or My Visa/Mastercard # is	yment
Expiration Date:	

Please return this entire registration form in the enclosed envelope, or mail to:

FCA CONFERENCE 33 PATCHEN ROAD SOUTH BURLINGTON, VT 05403

Thank You! You will receive a confirmation letter in the mail. Call us toll-free at 1-800-765-0107