

## 2024 Washington Cemetery, Cremation & Funeral Association Spring Conference

Connect, Learn, and Grow Together!

March 27, 2024

Embassy Suites- Seatac | 15920 W Valley Hwy, Seattle, WA 98188

8:30am – 9:00am	<b>Registration &amp; Visit the Exhibitors</b>
9:00am – 9:15am	<b>Welcome</b>
9:15am – 10:15am	<b>Coach Mendo: Maximizing Your Results</b> SPARK and IGNITE people from all walks of life, so they will quit settling and start going for their dreams and work with clients to develop a mentally tough mindset fueling commitment and resolve, supporting the ability to dig deep, raise the bar, and apply persistent determination. If this is you, lets connect so you can hit the GO button, and maximize your potential!
10:15am – 10:30AM	<b>Break &amp; Visit Exhibitors</b>
10:30am – 11:15pm	<b>Chris Rose- Cairn Partners</b> <b><i>"5 simple tips to increase your bottom line"</i></b> Learn how to cover more overhead, relieve your staff, budget for funeral home improvements, and provide a better customer experience for your families. Discover the key strategies that will not only boost your profitability but also create loyal customers who will spread the word about your exceptional services. Don't miss this opportunity to take your funeral home business to the next level!
11:15-12:00pm	<b>Panel Discussion: "Staying Ahead: Legal Compliance and Leadership Insights for Funeral Homes and Cemeteries"</b> <b><i>David Ittner- Fairmount Memorial Association, Cameron Smock- Bonney Watson, Russ Weeks- Weeks Funeral Home, Scott Sheehan- Evergreen Washelli, Pat Hollick- Sunset Gardens, Moderator: Sandra Walker, Fairmount Memorial Association</i></b>  Legal and Regulatory Updates: An overview of recent changes in laws and regulations affecting funeral homes and cemeteries in Washington State, with a focus on compliance implications. Leadership Perspectives: Insights from industry leaders on their experiences navigating the complexities of leading and managing funeral homes and cemetery locations in today's environment. Challenges and Opportunities: Discussion on the current challenges faced by funeral home and cemetery operators, as well as opportunities for growth and improvement. Continuous Improvement Strategies: Strategies and best practices for enhancing operations, and driving growth in funeral home and cemetery businesses
12:00-12:45pm	<b>Lunch &amp; Visit the Vendors</b>

12:45pm-1:30pm

**Track 1: Nick Newman- Horizon Distribution**

**"Transitioning to Tomorrow: Navigating WA HB2051 and Embracing Electric Machinery"** This track addresses the implications of WA HB2051, which mandates the phasing out of small gas engines by 2030 in favor of electric alternatives. Focusing on the challenges firms face in financing new equipment and establishing charging infrastructure, attendees will explore strategies for smooth transition and financial planning. Nick Newman from Horizon Distribution will lead the session, offering insights into available electric machinery options and best practices for adopting sustainable solutions.

**Track 2: CODY SPRADLIN, ENVISION STRATEGIC PARTNERS**

**"The Platinum Art of Retention**

Following his presentation "From Grave to Great: How to Hire and Retain Talent," Cody Spradlin of Envision Strategic Partners will be educating on the Millennial Mindset and what it takes to bring on new, younger talent and how to actually keep them!

1:30pm – 2:15pm

**DARREN CROUCH- PRESIDENT AND CEO OF PASSAGES INTERNATIONAL**

**"Green Solutions for Sustainable Funeral & Cemetery Practices"**

Discover how Passages International is leading the charge in revolutionizing the funeral industry, offering both sustainable and profitable solutions for funeral professionals while providing families with healing and meaningful experiences. Through real-life examples and case studies, attendees will explore Passages International's commitment to green burial practices, including eco-friendly alternatives and green cemetery options, and learn how integrating these practices can benefit both the environment and grieving families. Whether you're an experienced funeral professional or new to the industry, this session promises to inspire and educate on the importance of embracing sustainable funeral practices for a more compassionate future.

2:15pm-2:30pm

**Break & Visit Exhibitors**

2:30pm-3:15 pm

**DOUG FLINN- CPRA STUDIO**

**"Sacred Spaces, Modern Visions: The Art of Cemetery Design"**

Captivating realm of cemetery design and the innovative possibilities these spaces offer. From unveiling the latest trends to exploring the intersection of functionality and aesthetics, Doug will showcase the cool advancements in cemetery design. Additionally, he will impart invaluable insights on best practices for cemetery inventory development.

3:15pm-3:30pm

**CLOSING, RAFFLE AND RECOGNITION**