



Washington Cemetery, Cremation & Funeral Association

“From The Inside Out: The Internal Customer”

March 21, 2018

Embassy Suites by Hilton Seattle Bellevue | Bellevue, WA



Schedule of Events

8:00 – 8:30 AM Registration, Breakfast & Visit the Exhibitors

8:30 – 8:45 AM Welcome to Our Spring Conference

8:45 – 9:45 AM

“Let's Have A Chat”

The Importance of Communication

Speaker: Ben Utterback, Batesville

We'll discuss best practices in communicating with colleagues and customers both over the phone and in person. We'll focus on how to listen and clearly formulate thoughts into a concise message.

9:45 – 10:00 AM

Break & Visit the Exhibitors

Sponsored by: Coldsprings, Foundation Partners Group, LLC. And Legacy Touch

10:00 – 11:00 AM

“Workplace Safety: How Do You Keep Your Employees & Customers Safe?”

Speaker: Sgt. Paul Fairbanks, Issaquah Police Department

11:00 – 12:00 PM

Track Breakout Session 1

“Public Relations with the Internal Customer”

Speaker: Craig Nelson, Becks Tribute Center & Restlawn

The Internal Customer: Who/What is an Internal Customer? How do we effect each other? How does this effect The External Customer / Our Families? Relationships with | Vendors/Suppliers and their connection to Customer Service.

“Understanding Your Endowment Fund & the Importance of Your Investment Policy Statement”

Speakers: Jim Letson, Becks Funeral Home,

Pam Griese, WA State Cemetery and Funeral Home Licensing,

Karen Richards, Sandra Wheeler and Vickie Kozuck, Wells Fargo Advisors*

*Wells Fargo Advisors is a tradename used by Wells Fargo Clearing Services, LLC.
Member SIPC

The State Cemetery Board changed the way registered cemeteries may invest their endowment care funds, recently implementing the Total Return Concept. Think this only applies to managers or finance people? Think again! Every cemetery counselor should be able to effectively answer what an endowment care fund is and how your company cares for the endowment care fund. Funeral directors should understand the concept of endowment care as it relates to cemeteries. And maintenance folks should have an understanding of endowment care since it correlates DIRECTLY to funding for maintenance expenses.

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- 12:00 – 1:00 PM Lunch, Visit the Exhibitors & Membership Updates
- 1:00 – 2:00 PM **Track Breakout Session 2**
“Identifying and Addressing Workplace Discrimination and Harassment”
Speaker: Angela Hayes, Associated Industries
In this presentation, attendees will learn about the state and federal laws that are designed to protect employees from discrimination and harassment in the workplace; how discrimination and harassment of all forms can manifest in a workplace; what employers can do to prevent workplace discrimination and harassment and what steps employees should take to report concerns; and finally, how supervisors and managers should respond to complaints or concerns and steps the employer needs to take to address these workplace issues.
- “Modern Solutions for Increasing Efficiencies in Grounds Keeping”**
Speaker: Nick Newman, Business Development Representative, Horizon Distributors Inc.
An introduction to some of the latest equipment and irrigation technologies available to greatly enhance productivity, aesthetics of your property, efficiency of product applications, and reduce costly repairs.
- 2:00 – 2:15 PM Break & Visit the Exhibitors
Sponsored by: Foundation Partners Group, LLC, Matthew Cemetery Products & Wells Fargo Advisors
- 2:15 – 3:15 PM **“Compassion Fatigue: Reclaim the Joy of Caring”**
Speaker: Cameron Axelson, LifeNet Health
A skill building program dedicated to providing professionals the ability to identify the symptoms of compassion fatigue and strategies to overcome burnout. Participants will learn how to set boundaries and goals to break the compassion fatigue cycle.
- 3:15 – 3:30 PM Closing Remarks & Raffle!