



# CANA

**100<sup>TH</sup> ANNUAL**

Cremation Innovation Convention  
Fort Lauderdale, FL • July 25-27, 2018

**CANA COCP™:** July 25, 2018 *(see inside!)*



**#CANA18**

CONVENTION PREVIEW  
[WWW.GOCANA.ORG](http://WWW.GOCANA.ORG)



## CONVENTION REGISTRATION HOURS

Wednesday 12:00pm-7:00pm  
 Thursday 7:00am-6:30pm  
 Friday 7:00am-12:00pm

### TUESDAY, JULY 24

8:00am-5:00pm • CANA Board Meeting

### WEDNESDAY, JULY 25

8:00am-4:00pm CANA COCP™ (pre-convention seminar)  
 2:00pm-4:30pm Exhibitor Set-Up/Registration Open  
 4:00pm-5:00pm Family Reception  
 5:00pm-7:00pm Opening Cocktail Reception

### THURSDAY, JULY 26

7:00am-6:30pm Convention Registration and Exhibit Hall Open  
 7:00am-7:45am Convention Breakfast/Exhibits  
 7:45am-8:00am Convention Welcome—Opening Ceremonies  
 8:00am-9:00am Session 1 • Jason Engler • *CANA Centennial Celebration*  
 9:00am-10:00am Session 2 • Joe Weigel • *Marketing 101 Boot Camp*  
 9:00am-11:00am Family Bingo (breakfast with convention attendees)  
 10:00am-10:30am Coffee Break/Exhibits  
 10:30am-12:00pm Session 3 • *Current Trends in Cremation Regulation*  
 12:00pm-1:30pm Lunch/Exhibits  
 12:30pm-1:00pm Membership Meeting/In Memoriam  
 1:00pm-1:30pm 2018/2019 Board Meeting  
 1:30pm-3:00pm Session 4 • *Cremation Fundamentals Panel*  
 3:00pm-3:30pm Coffee Break/Exhibits  
 3:30pm-4:30pm Session 5 • *Local Innovation: Selling Across Multiple Brands*  
 4:30pm-6:30pm Cocktail Reception

### FRIDAY, JULY 27

7:30am-12:00pm Convention Registration/Exhibit Hall Open  
 7:00am-7:30am Supplier Meeting  
 7:30am-8:30am Convention Breakfast/Exhibits  
 8:30am-9:30am Session 6 • Bob Boetticher, Jr. • *Cremation GPS*  
 9:30am-10:00am Coffee Break / Exhibits  
 10:00am-11:00am Session 7 • John Bolton • *Beyond the Niche*  
 11:00am-12:00pm Session 8 • Lori Salberg • *Customer Experience 101*  
 12:00pm-5:00pm Exhibitor Teardown  
 3:00pm-7:00pm 100th Celebration Party

## Come early for the CANA COCP™

Wednesday, July 25 • 8:00 a.m.-4:00 p.m.

The Cremation Association of North America's Crematory Operations Certification Program™ (COCP™) features content designed by industry experts to strengthen your success.

The program is approved for up to 8 CE hours by the Academy of Professional Funeral Service Practice and numerous states and provinces. This program meets the requirements of most states requiring crematory operator certification.



In addition to continuing education (CE) hours from the CANA COCP, up to 9 hours of CE will be available for participating in the Cremation Innovation Convention. Due to varying state continuing education regulations, not all sessions will be approved for CE credits. Contact your state regarding CE approval for the Convention.

**Session 1 • All Things Cremation: Past, Present, and Future**

**Jason Engler, CANA Historian**



Join Jason as he shares the many ways our Association is at the forefront of all things cremation. Experience the transformation of CANA over the past 100 years, from a fledgling organization with 11 charter members to deathcare's largest cremation-focused organization. Discover your own connections to the past and future as you see how CANA membership has been indispensable in the advancement of best practices in operations and memorialization since cremation's modern revival in the U.S.

**Session 2 • Marketing Boot Camp 101: You Must Start with the Basics**



**Joe Weigel, Weigel Strategic Marketing**

Acquire the core skills you need as a marketer—whether you are a novice or in need of a quick refresher. You'll learn how to properly use marketing to improve your firm's overall competitiveness and increase revenues, receive a solid grounding in the tools, techniques and approaches used in a plan, and be provided with a template to generate your own marketing plan.

**Session 3 • Current Trends in Cremation Regulation**

**Jennifer Kandt, Nevada;  
Charles Perine, Alabama;  
Sandy Mahon, Saskatchewan**



CANA recently updated its Model Cremation Law, although for the first time ever, the law was updated in response to trends in state and provincial laws and regulation.

Several states and provinces are leading in interesting areas including licensure of crematory operators, alkaline hydrolysis, body donation and more. This panel will explore trends in cremation regulation that may be coming to your neighborhood soon.

**Session 4 • Cremation Fundamentals**

**Anne O'Reilly, ASD; TBD, IAOPCC;  
Jennifer Head, CANA**



The cremation fundamentals panel focuses on bringing you three short presentations on topics related to foundational business

practices. This year we'll talk about customer service training, owning pet crematories, and using competencies for employee development and recruitment.

**Session 5 • Local Innovation: Selling Across Multiple Brands in a High Cremation Market**



**John McQueen, Foundation Partners Group; Richard Baldwin, Baldwin Brothers Memorial Care Services, Inc.**

There are both risks and rewards associated with brand

segmentation, especially in avoiding self-cannibalization. John and Richard both do this successfully in the high cremation state of Florida. They'll share their journeys with you, and explore brand differentiation and brand marketing, as well as what John refers to as the "Kia Effect."

**Session 6 • Cremation GPS**

**Bob Boetticher, Jr, SCI**



Learn how to put the power of CANA statistics and your own business to work for you. Use Cremation GPS to navigate towards success with an increasing cremation rate and consumer trends.

G = Gather Information; P = Process; S = Strategy (Execute).

**Session 7 • Beyond the Niche: Creating an Effective Cremation Development Strategy**

**John Bolton, Blackstone Cemetery Development**



We are all aware of the impact cremation is having on our business. We all know how the market is changing; the question is "Are we changing at the

same pace as our clients?" John will lead us past the "If we build it, they will come" philosophy and break down the ins and outs of developing a true cremation strategy for our cemeteries, including inventory and product mix, marketing strategies and how cremation fits into your overall approach to effectively meeting the needs of today's non-traditional cremation consumer.

**Session 8 • Customer Experience 101: How to Develop a Customer Experience (CX) Strategy**

**Lori Salberg, Johnson Consulting Group**



Cremation consumers reject ritual and tradition and expect a unique and personalized experience. The industry has seen an influx of products and

services that aim to create that experience. But *Customer Experience* is defined as how customers perceive their interactions with your company. Leading companies understand that how an organization delivers for customers is as important as what it delivers. That's why Customer Experience is the next frontier for companies hoping to maintain a competitive edge. So how do you develop a Customer Experience strategy?

[GoCANA.org/register](http://GoCANA.org/register)



## HOTEL ACCOMMODATIONS

To make your sleeping room reservations at the Marriott Harbor Beach Resort & Spa, either book online at **CANARooms.com** or call 800-222-6543 in order to receive the CANA rate. Please make housing arrangements by July 3, 2018—before the CANA room block is sold out!

### Room Rates • \$184 USD – single/double.

To guarantee your sleeping room reservation, the hotel requires a first night's room deposit on a major credit card. The \$30/day resort fee is optional, but should you choose to add it on, it includes 2 cocktails per stay, 2 bottles of water per day, 2 chairs and 1 beach umbrella per day, high-speed internet, and much more.

CONVENTION PRICING <a href="http://GoCANA.org/register">GoCANA.org/register</a>	MEMBER		NONMEMBER	
	Early (through 7/3)	Late (after 7/3)	Early (through 7/3)	Late (after 7/3)
Convention Registration	\$645	\$745	\$845	\$945
Convention + COCP	\$1000	\$1100	\$1200	\$1300
Add'l Employee Registration	\$445	\$545	\$645	\$745
One Day Pass (Thursday 7/26 only)	\$350	\$450	\$400	\$500
Wednesday evening reception only	\$100			
100th Convention Celebration Party	\$ 75 (children are free)			
Spouse/Travel Companion	\$350 (children under 18 are free)			
Students	\$350			

**Convention registration includes all meals and open bar receptions from Wednesday evening to Friday morning.**



Stop by our booth to find out how to obtain a **FREE Deluxe Processor**, and become a part of the Maximizer program!

**CLAIR FERRIS**  
FUNERAL ALTERNATIVES OF WASHINGTON

"I CHOSE FPG BECAUSE THEY FIT MY EMPLOYEES' FUTURE AS WELL AS THEY FIT MINE."



**Foundation Partners Group**  
4901 Vineland Rd., Suite 300  
Orlando, FL 32811  
1-888-788-7526  
FoundationPartners.com



**Visit [GoCANA.org/register](http://GoCANA.org/register) to register for the convention.**

**You'll want to share this great resort experience.**

The Spouse/Travel Companion Registration includes full access to the convention programming (excluding continuing education credit), meals at the convention (breakfast, lunch), and two cocktail receptions.



**FAMILY SCHEDULE**

**WEDNESDAY, JULY 25**

4:00-5:00pm Spouse/Family Reception  
5:00-7:00pm Cocktail Reception

**THURSDAY, JULY 26**

7:00-7:45 am Breakfast with convention attendees  
9:00-11:00am Bingo  
12:00pm-1:30pm Lunch with convention attendees  
4:30pm-6:30pm Cocktail Reception

**FRIDAY, JULY 27**

7:30-8:30am Breakfast with convention attendees  
3:00-7:00pm CANA 100th Celebration Party

**100<sup>th</sup> Celebration Party\***

**Friday, July 27 • 3:00 - 7:00 PM**

Bring the family and join CANA beach-side as we celebrate the close of our 100<sup>th</sup> Convention. We'll eat, drink, and be merry, enjoying the beautiful sunset with friends old and new. A great time to kick back and relax as you finish pool time and get ready for a night out. We can't wait to see you there! (\*Purchase of additional ticket required)

**Free convention registration for children under 18.**

**Everyone can enjoy the many family-friendly adventures Fort Lauderdale has to offer.**



**2018 IN-PERSON  
CERTIFICATION**

**OPTIONS, OPTIONS, EVERYWHERE . . .**

- May 8 Vancouver, BC
- May 18 Wheeling, IL
- June 6 North Little Rock, AR
- July 25 Fort Lauderdale, FL
- September 14 Fairfax, VA
- October 24 Albany, NY
- November 6 Maryville, TN

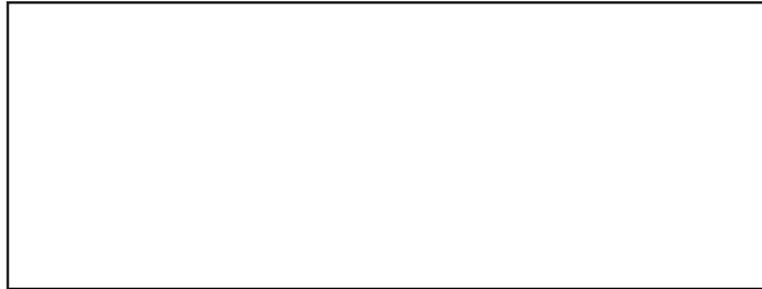
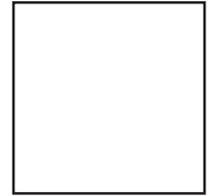
**FEBRUARY 6-8, 2019  
SAVE THE DATE**

**CANA  
CREMATION  
SYMPOSIUM**

at the  
Paris  
Las Vegas



**Cremation Association  
of North America**  
499 Northgate Parkway  
Wheeling, IL 60090-2646



**CANA THANKS OUR  
GENEROUS CONVENTION  
SPONSORS**



**Visit [GoCANA.org/register](http://GoCANA.org/register)**

**REGISTRATION IS EASY!**

Full registration fees include access to all presentations and convention activities Wednesday, July 25 – Friday, July 27, excluding the 100th Celebration Party. To register online for the 100th Annual Convention, visit [GoCANA.org/register](http://GoCANA.org/register). To register by mail, download the online form at [GoCANA.org/regform](http://GoCANA.org/regform) and send with payment (in US Dollars) to **CANA**.

**Cancellations**

CANA understands that circumstances may arise requiring cancellation. All cancellations must be received in writing, postmarked or emailed to CANA at [info@cremationassociation.org](mailto:info@cremationassociation.org). Cancellations received no later than thirty (30) days prior to the program will receive a refund, less a \$50.00 per registrant cancellation fee. After thirty (30) days, cancellations and no-shows will not receive a refund.