Date: Thursday, April 21, 2016   Time: 10:00 AM – 4:30 PM

6.0 Hours of Continuing Education will be given for funeral directing. Reservations are required.

Part #1 Program Presenter: Sean Sullivan, Sean has been with Hoffman Burial Supplies, Inc. Peoria, IL for 15 years and is currently Director of Marketing.
10:00 AM-12 Noon: This program will give the Funeral Director an insight into the Evolution of the Showroom & Technology in the funeral industry.

Break for Lunch 30 minutes  Lunch Provided

Part #2 Program Presenter & Schedule: Vance Vlasak with Frazer Consultants
Vance has been with Frazer Consultants for 2 years. He is a Sales Consultant.
12:30 PM-1:30 PM: Tribute Center - This program will give the Funeral Director a hands on demonstration on how to create specially designed register books, stationery, grave markers, Tribute DVDs, and Webcasting.
1:30 PM – 2:30 PM: Website System - Funeral Directors will learn how to develop and maintain a funeral home website.
2:30 PM – 3:30 PM: Digital Registry - Funeral Directors will learn how to use an electronic guest registry “E-Guest” and how to podcast a funeral service. The Funeral Director will learn how to develop a pre-need and/or aftercare program using the information gathered from eGuest and Frazer powered websites.
3:30 PM-4:30 PM the Funeral Director will learn how to develop a “Holiday Remembrance Program” for the upcoming holidays.

Place: McLean Co. Health Dept. Room 324
200 W. Front St. Bloomington, IL 61701
(parking available at the Lincoln Parking Deck adjacent to the Law & Justice Center not included with registration)

The program is sponsored by the McLean County Funeral Directors Association. The cost is $60. and non refundable space will be limited, registration is at 9:00 AM.

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Mail: D. Kevin Smith CFSP  C/O Calvert & Metzler Memorial Home
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Ph 309-828-2415  FAX 309-827-8913  E Mail ksmith@calvertmemorial.com

Name:________________________________ Funeral Home:________________________________

Address: ________________________________________________________________

Email: __________________________________ Phone #:_____________________________
