



Association of California Cremationists

Annual Cremation Summit - April 29, 2019
California Crematory Operator Certification Program
April 30, 2019
Lake Arrowhead Resort & Spa
Lake Arrowhead, CA

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Monday, April 29, 2019

8:00 AM - Registration Opens

8:15 AM – 8:45 AM– Light Breakfast in the Exhibit Hall with Vendors

8:45 AM – 10:00 AM

Google It! Making the Most of Your Online Presence

Lynn Elliott, Principal/Owner

Media Demographics

Lynn founded Media Demographics in 1999 after spending a successful three years at Arbitron, the radio ratings company. For four years, she traveled the US consulting to more than 30 radio and TV stations in 20 markets with her one-of-a-kind online demographic profiling model to provide stations with better information about their audience while building a stations electronic database. In 2001, Lynn became the first Certified Radio Marketing Expert in the county accredited by the Radio Advertising Bureau (currently there are only 32 other individuals in the United States holding the same certification). Lynn has trained more than 200 account executives in Radio, Television, and Print on how to develop an effective reach and frequency advertising campaigns for their clients. By 2004, Lynn expanded Media Demographics to a full-service research and marketing company providing marketing communication and design services to a diverse number of customers including retail store, auto dealers, *funeral industry*, nonprofit organizations and visitor associations.

Session Description:

This engaging presentation will review many avenues to best market your firm.

- Changes in Traditional Marketing
- All things Google
- Top 5 mistakes firms make with Google
- Video Marketing – Whiteboard Animation
- Social Media
- Mobile
- On Line Preneed Marketing
- Database Marketing
- Hospice Marketing
- Future Trends
- Q & A

10:00 AM – 11:30 AM

Setting a New Standard: Exceptional Cremation Arrangements

**Nectar Ramirez, - Director of Customer Training
Batesville Casket Co.**

Nectar was born and raised in Puerto Rico. She received a BS in Industrial Engineering from Purdue University and an MBA from Kellogg School of Management, Northwestern University. She has worked as a consultant identifying and teaching best practices to Fortune 500 companies, clients include Hewlett Packard, Ford, 3M, and GM. Nectar has been at Batesville for the last 17 years, where she has been Director of Market Research, Sales Director (NY, NJ, CT), Director of Options (cremations), and currently heads the department of Customer Training. She has worked closely with hundred of funeral homes, helping them turnaround their cremation business, through the development of full systems solutions, and training. Many funeral homes have seen an improvement of 15-30% on their cremation revenue. She has spoken at local and national levels on the topic of cremation and how to successfully increase both revenue and family satisfaction with cremation families.

Session Description

More families are selection cremation as a means of final disposition when the death of a loved one occurs. So often those in funeral service have a very narrow view as to what families really want when the select cremation as their choice for disposition. This presentation is designed to give the funeral director an in-depth look into the gap that currently exists between what consumers want and why they are being presented by a funeral professional. We will talk about common misconceptions regarding the cremation consumer and how the funeral professional can change their presentation to the family in a way that will result in higher family satisfaction and revenue. We will cover the order of the arrangement conference to drive a more positive experience for the family.

11:30 AM – 12:30 PM

Cal/OSHA Overview

Ray Acree, Area Manager

Cal/OSHA Consultation Services Branch

Session Description:

Over the past several months Crematories and Funeral Homes have been inspected by Cal/OSHA. Ray will review the inspection process and give insight as to why the inspections are on the rise and what you can expect during an inspection and how best to prepare your firm for an inspection.

12:30 AM – 12:45 PM

Exhibitors Elevator Pitches

12:45 PM – 1:30 PM

Lunch in the Exhibit Hall

1:30 PM – 2:45 PM

Seek First to Understand

Kim Medici Shelquist, Senior Vice President, Planning and Development - Homesteaders

Kim Medici Shelquist is an advocate for conversations that raise important issues surrounding the end of life. As a hospice professional, she encouraged people to discuss their wishes to ensure they had the best possible end-of-life experiences that reflected their values. Since joining with Homesteaders in 2009, she has continued this advocacy by supporting funeral professionals in their efforts to communicate the benefits of proactive, open and honest business development. As SVP of the Planning and Development team, her focus is to seek opportunities and solutions that will help Homesteaders and funeral professionals meet consumer demands long into the future. Kim also serves as a Trustee of the Funeral Service Foundation.

Session Description

Funeral professionals across the country express common concerns about hospice caregivers: Why does it seem like they always recommend families consider just one option for their loved one? Why do they step into the planning process by calling for information when it should be the family making those calls? Why don't they see the value we can offer the family?

These are just a few of the questions that, left unaddressed, lead to misunderstandings which can

prevent funeral and hospice professionals from working together to ensure the best transition between services. Whether you are providing direct cremation services or a cremation with a full-service funeral, it's important to understand how hospice professionals view your business. In this session, Kim Medici Shelquist will draw on her experience as a hospice professional to help attendees better understand the hospice journey from the perspective of the patient and family as well as how that experience affects their funeral choices. In addition, she will present the findings of Homesteaders' research into the hospice professional's understanding of and attitude toward the funeral planning process, specifically as it relates to cremation. Attendees will leave with a more complete understanding of the hospice process, patient and family experience and tips for more completely engaging with their local hospice professionals.

2:45 PM – 3:00 PM

Session Break

Visit with your Vendors

3:00 PM – 4:30 PM

All About Alkaline for Human and Pet Disposition

Joseph H. Wilson, CEO – Bio-Response Solution

Joe Wilson has been a designer and builder of biohazardous waste processing systems for 40 years and pioneered the commercialization of alkaline hydrolysis systems over 20 years ago. He is recognized as an innovator in his field having presented at well over 50 national and international symposia. His company; Bio-Response Solutions, located in Danville, Indiana, continues to pioneer, design, and build custom energy efficient Alkaline Hydrolysis Disposition Systems for biocontainment facilities, research institutions, universities, veterinary facilities, livestock producers, funeral directors, and pharmaceutical companies world-wide. He pioneered patented multi-chambered low temperature pet systems in sizes from 100 to 4,000-pound sizes and human single body alkaline hydrolysis systems for the funeral industry. The "Tip-Technology" used is patented world-wide and keeps the systems simple and affordable for funeral homes and crematories.

- ***AB 967, commencing July 1, 2020, would require the bureau to license and regulate hydrolysis facilities, as defined, and hydrolysis facility managers, and would enact requirements applicable to hydrolysis facilities***

substantially similar to those applicable to crematoria.

Tuesday, April 30, 2019

9:00 AM – 4:30 PM

**CA Crematory Operator Certification
Training Program**

Session Description

This dynamic presentation will cover:

- The History of Alkaline Hydrolysis
- Alkaline Hydrolysis Explained – Fact v. Fiction
- Case Studies
- Industry Legality
 - Overview of Water Processing
- Review how the Water is Processed
- Zoning Procedures
- Compliance Issues
- Question and Answers Period

The ACC CA Crematory Operator Certification Program is also approved by the State of Nevada Funeral and Cemetery Services Board

Instructors: Wes Fisher and John Raggett

Lead Instructor: George Prather

George is a former California licensed funeral director, embalmer, and crematory manager with fifty years of experience in the death care industry. He is the former owner of Lombard & Co., Funeral Directors and the Sacramento County Crematory in Sacramento.

The expert trainers at ACC provide step-by-step guidance and are the ONLY organization that offers California specific training using instructors who work, live AND wrote California Law. You will walk away from the CA Crematory Operator Certification Program with a comprehensive training manual and an in-depth knowledge of the following:

- History of Cremation
- Cremation definition
- The Principles of Combustion
 - Air Quality
 - Cremator Design
- Proper Crematory Operation (start to finish)
 - Crematory Safety Issues
 - Maintenance and Repairs
 - Troubleshooting
- **Crematory Law – covering the following areas**
 - Taking Custody of Remains
 - Storage
 - Recordkeeping
 - Authority to Cremate
 - Process of Cremation
 - Processing Cremated Remains
 - Disposition of Cremated Remains
 - Health and Safety Codes
 - **Suggested Best Practices**
 - Taking Custody of Remains
 - Log Sheet
 - Identification Procedures
 - **Compliance and Best Practice Checklist**

This ACC Compliance and Best Practices Checklist is used as the industry standard by other organizations.