

**FSCA Annual Fall Conference At a Glance**

16 Hours of Funeral Director Continuing Education Credits  
8 Hours of Insurance and Funeral Director Credits

8 CEUs in Category 1  
5 CEUs in Category 2  
9 CEUs in Category 3  
2 CEUs in Category 4

**FSCA Fall 2014 Conference**

<b>Where?</b>	The Cress Center 6021 University Ave. Madison, WI 53705
<b>When?</b>	October 28 & 29, 2014
<b>What's Included?</b>	Full Registration for both days includes: Continental breakfasts, lunches, vendor reception and all sessions.

FSCA 2014 Fall Conference  
October 28 - 29, 2014 - Madison, WI

## Guest Speakers

### **Glenda Stansbury - In-Sight Books**

Before joining In-Sight Books, Glenda worked for 12 years for the Oklahoma Education Association as a trainer / facilitator. She was responsible for developing and delivering teacher training all over the state of Oklahoma and was cited by the National Education Association as one of the top trainers in her field. Prior to that, she was a Special Education teacher in the field of emotional disturbance and also has taught prepared childbirth, sign language for the deaf and music.

She has worked as Marketing and Development Director for In-Sight Books for 15 years and has been Dean of the In-Sight Institute for 13 years, co-training over 2200 Funeral Celebrants across North America with Doug Manning.

### **Tyler Anderson - The Outlook Group**

Tyler's grandfather started his first funeral home in 1944 in Cincinnati, OH. His family owns and operates three funeral home locations in southwest Ohio. He started his funeral service career working as an Advance Funeral Planner in Chicago, IL and eventually became a Regional Development Director for the Outlook Group in Milwaukee, WI. Four years ago, he came into the role of President and CEO of The Outlook Group overseeing the day to day operations.

### **Mike Lake - Aurora Casket Co.**

Mike Lake, Aurora's Preneed Solutions Manager has more than 12 years of experience working in the development of preneed services. Through his decorated career, Lake has worked closely with funeral homes of every variety to identify opportunities to both preserve and increase their profitability through preneed. Michael assists firms with all aspects of the prearrangement process, including; recruiting sales people, training, marketing plans, problem solving, risk management and growing sales.

### **Nancy McMillan**

Nancy F. McMillan, CLU, ChFC, REBC is a Continuing Education Provider for Wisconsin and Florida. Currently, she has 18 courses approved.

Her seminars are diverse and include topics such as Healthcare Directives, Ethics, Understanding Medicare and Strategies for Retirement. In addition, she develops continuing education courses to meet an organization's specific interests or needs. McMillan also facilitates educational seminars for the general public.

### **Shannon Garrity**

Shannon Garrity is a licensed psychologist and received her Doctorate of Psychology from the Minnesota School of Professional Psychology in 2005. She currently works as a clinical psychologist at Prism / Pride Institute where she provides individual and couples therapy for clients diagnosed with a range of mental health problems, including: depression, anxiety, substance abuse or dependence. With a dynamic and integrative approach, Shannon draws from Eastern philosophy with Western psychology. She believes that therapy must address the whole person, addressing psychological, behavioral, emotional, and spiritual aspects of being.

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FSCA Fall Conference Agenda - Tues., Oct. 28th

<b>7:00 AM - 8:00 AM</b>	Registration, Continental Breakfast & Exhibitor Set-Up
<b>8:00 AM - 12:00 PM</b>	<u>Creating Moments - The Articulation Factor</u> (2 CEUs - Category 1 / 2 CEUs - Category 3) Nationally recognized speaker, Glenda Stansbury will discuss how today's families are seeking more from a funeral or memorial service. They want to honor their loved one and often feel that they don't have a choice or a voice if they use a funeral firm. They see it as an either / or situation - either they have a traditional service or they do not use the funeral home, or use it only for cremating the body and have a service that meets their needs. This presentation focuses on the need to provide a unique, personalized and individualized experience for each family from first call until final disposition. It focuses on how to actively provide ceremonies and services that exceed the family's expectations while generating revenue and return business for the funeral home.
<b>12:00 PM - 1:00 PM</b>	Lunch & FSCA Executive Update
<b>1:00 PM - 3:00 PM</b>	<u>Vision &amp; Values</u> (2 Hours - Category 3) Tyler Anderson, President & CEO of The Outlook Group will discuss how every element of the funeral service serves a purpose and how discussion of these elements in advance of the at-need situation has proven to be the most effective and meaningful way in handling the funeral experience. This presentation will provide an understanding of a better pre-need experience for tomorrow's at-need customer, while also increasing the value of ceremony through the pre-need process. Discussion will also include the difference between type of disposition the consumer originally wanted versus what they end up choosing based on who they are.
<b>3:00 PM - 4:00 PM</b>	Vendor Exhibits & Displays (1 CEU - Category 3)
<b>4:00 PM - 5:00 PM</b>	<u>Legislative Update with Open Discussion</u> (1 CEU - Category 2) Receive a recap as to what happened during Wisconsin's 2013-2014 legislative session and a look ahead to what's in store for the 2015-2016 session. Open discussion to include the latest regarding the combo law and the pressure from the cemeterians and SCI to change this law.
<b>5:00 PM - 7:00 PM</b>	Vendor Reception & Social Networking

FSCA Conference Agenda - Wed., Oct. 29th

**7:30 AM** - Registration / Continental Breakfast

**Track I**  
**Insurance & Funeral Director CEUs**

**8:00 AM - 11:00 AM - Ethics in the Senior Market**

This seminar includes a description of the characteristics of the senior market that make this group more vulnerable to fraud and financial abuse. Several of the schemes used by unethical advisors are explained along with tools seniors can use to avoid being a target. The course explains the extra skills and knowledge an advisor needs to provide optimal service to this group while also proactively protecting them from unethical approaches. (3 CEUs - Category 2)

**11:00 AM - 12:00 PM - Retirement Tools: Guardianship**

This seminar explains the purpose of guardianship, choosing a guardian, the role of a guardian vs the role of a Guardian ad Litem and the role of the petition's attorney. The program also includes how incompetency is determined along with the legal documents involved. (1 CEU - Category 3)

**12:00 PM - 1:00 PM - Lunch**

**1:00 PM - 5:00 PM - Strategies for Retirement**

This seminar is divided into two major sections: financial strategies and nonfinancial strategies. In the financial section, three major strategies are discussed - accumulation of assets, protection of assets and distribution of assets. In the nonfinancial section, the material includes information on a broad spectrum ranging from how to choose where to live in retirement to self-enrichment and growth opportunities. (2 CEUs - Category 1 / 2 CEUs - Category 3)

**Track II**  
**Funeral Director CEUs**

**8:00 AM - 10:00 AM - How Will You Be Remembered?**

Mike Lake, Aurora's Preneed Solutions Manager, will present very specific, effective tools on how to connect with consumers. He will discuss how to create valued relationships with healthcare and hospice providers, ways to transform preneed marketing and presentation and how to connect with senior adults during at-need or preneed arrangement conferences. (2 CEUs - Category 1)

**10:00 AM - 11:00 AM - Vendor Exhibits & Displays** (1 CEU - Cat. 3)

**11:00 AM - 12:00 PM - Update on Wisconsin's MA Reimbursement Program - WFCAP**

This session will provide an overview of the recent changes to the Wisconsin Funeral & Cemetery Aids Program with a representative from the WI Dept. of Health Services. (1 CEU - Category 2)

**12:00 PM - 1:00 PM - Lunch**

**1:00 PM - 3:00 PM - Transitions—Working with the Last Ceremony**

With a dynamic and innovative approach, this course teaches how therapy must address the whole person, addressing psychological, spiritual, behavioral and emotional aspects of being. "Pain is pain"; we often want to avoid it, but always need to learn to cope with it. (2 CEUs - Category 1)

**3:00 PM - 5:00 PM - Funeral Home Hygiene and Hazmat Remediation - Approved for your annual OSHA training!**

OSHA compliance workshop featuring excerpts from the video, "Prep Room Survivor" by Mark Arnold - OSHA Consultant. (2 CEUs - Category 4)