



KANSAS CEMETERY ASSOCIATION

Cemeteries Working Together



KCA Fall Meeting Agenda **Prairie Band Casino – October 28, 2016**

8:30 – 9:30AM

REGISTRATION AND CONTINENTAL BREAKFAST

9:30 – 9:45AM

WELCOME – MIKE MATNEY, KCA PRESIDENT

- Introduction of KCA officers
- Statement from Treasurer

9:45 – 10:15AM

STEVE RICHMAN – WINDY PRAIRIE SYSTEMS

- General introduction about Windy Prairie Systems - Cemetery Kiosks - Veteran Memorials
- Cemetery Management Information - Customer financing and funding opportunities

10:15 – 10:45AM

TOM HAVRENAK – SI MEMORIAL

- Marker cleaning and litho application demo

10:45 – 11:15AM

PHILIP ZEHMS - SET YOUR CEMETERY APART FROM THE COMPETITION - Small investments with a BIG return

- Philip will cover several ideas that cost little money, but will have a big impact on the families that are served and with consistency will set them apart from the competition.

11:15 – 12:00PM

CAREY MONTES - IN THE GARDEN WITH CAREY

- As Director of Cremation Garden Sales for Matthews Intl., Carey will take a close look at ideas we can use to find a good balance between cremation and traditional burial.

12:00 – 1:15PM

LUNCH AND VISIT WITH SUPPLIERS BBQ Buffet Sponsored by Matthews

1:15 – 1:30PM

ELECTION OF OFFICERS

1:30 – 2:15PM

JOHN BOLTON & LORI SALBERG – ARE YOU READY?

Today's consumer and the continuing increase in cremation have caused us to look at doing business differently than we ever have before. John Bolton and Lori Salberg will take an in depth look at what the outgoing Boomers and incoming Millennials look like and how they are driving us to adjust our business models; focusing on the needs of tomorrow's consumer and the necessary use of digital technology.

2:15 – 2:45PM

TIM FISH – WHO MOVED MY LEADS?

2:45 – 3:00PM

BREAK

3:00 – 4:00PM

PROFESSOR JIM PASLEY - A HISTORY OF FUNERAL RITES IN AMERICA & AROUND THE WORLD

Professor Pasley will entertain us with a historical look at how our industry has evolved from the Egyptian and Greek times to our own nation's history. Jim serves as a Professor of American and European History at Columbia College where he has taught for the past 26 years. He teaches 19 different courses, some of which include 19th & 20th Century Europe, The History of Russia, The American Revolution, American History, History of the American West, US Military History, and The Civil War.

He was named Professor of the Year at Columbia College in 1992 and again in 1995. In May of 2000 he was the recipient of the Missouri Governor's Award for Quality and Productivity. In 2012 he was honored by the Columbia College National Alumni Association as Distinguished Alumni of the Year. Jim also serves as the Director of the Columbia College Lake of the Ozarks Advisory Board. In addition to his duties with the college, Jim does a weekly call in radio show in the Lake of the Ozarks area on 1150 AM and 97.5 FM station KRMS called "The Morning Magazine" that brings a historical perspective to current events impacting our daily lives.

4:00PM

CLOSING REMARKS AND ADJOURN

4:00 – 6:30PM

HAPPY HOUR! Sponsored by ColdSpring USA – Adult Beverages in Casino Bar