



March 16, 2016: Vol. 17, Issue 6

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FTC Publishes Annual Consumer Complaint Tally for 2015

Last week, the Federal Trade Commission published its annual tally of consumer complaints based on the FTC Consumer Sentinel Network. This report is important because it contains not only complaints received by the FTC itself, but includes similar data from the IRS and other federal agencies, many state consumer protection agencies, and most important for the ICCFA's purposes, all of the North American Better Business Bureaus. As the number of agencies contributing complaint data increases each year, it is important to track the number of funeral-related complaints that are included.



For 2015, the Sentinel Network received 3,083,379 consumer complaints. This number is an increase over the totals from the last two years: 2,629,987 in 2014 and 2,175,355 in 2013. The top categories are debt collection at 29% and identity theft at 16%. We are pleased to find that the number and percentage of funeral-related complaints have declined for the second consecutive year even as the number of total complaints overall rise: 2013 - 1,296 complaints or 0.06% of the total. 2014 - 1,222 or 0.05%. 2015 - 1,123 or 0.04%. The complete FTC report can be viewed at [here.](#)

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THIS MONTH IN

Annual Convention 2016 Breakout Session Spotlight: Green Burial



One thing that makes the **ICCFA Annual Convention & Expo** so unique is that you see multiple organizations come together to discuss timely topics in our profession today. We are delighted that the **Green Burial Council** will be joining ICCFA again this year to present an educational track, hold its Annual Meeting and offer an

Open House for you to ask questions and learn more about green burial and what the council does. You may wish to include these events on your itinerary in New Orleans:

Wednesday, April 13 at 1:30 p.m. *Green Burial Open House*

Thursday, April 14 at 10:30 a.m. *Green Burial Council Annual Meeting*
Open to the public

Friday, April 15 at 2 p.m.
The Magic of Techni-ice and Waxed Paper: What Funeral Directors Need to Know About Green Burial Preparation
Ed Bixby & Bob Fertig

Friday, April 15 at 3 p.m.
When the Body Arrives in a Prius: What Cemetery Staff Need to Know About Green Burial Families
Candace Currie & Lee Webster

Friday, April 15 at 4 p.m.
Green Design & Innovation: Restoration Ecology in the Hybrid Cemetery
Cliff David, Adam Supplee & Deborah Cassidy

The 2016 ICCFA Annual Convention is being held on April 13-16 in New Orleans, Louisiana at the Morial Convention Center. First-time attendees pay only \$399. Attended before? Bring a friend with **Buy One, Bring One!** For each full registration to the convention, you may bring a first-time attendee FREE of charge (registration must be of equal or lesser value: does not

ICCFA MAGAZINE

Featured in the
March/April issue:

2016 Convention On-Site Issue

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(registration must be on equal or lesser value; does not include the Closing Dinner and any ticketed events; does not include Spouses/Guests).

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Upcoming PLPA Webinar



"Considering Adding a Therapy Dog to Your Business?"

Roberta Knauf and **Jodi Clock** will lead a conversation with **Ross DeJohn III** on the pros and cons of adding a therapy dog to your business model. Hear from these early adopters of the idea and how it has affected their funeral home.

Wednesday, April 20
5 to 6 p.m. Eastern

Cost: \$30 for PLPA members/\$39 for non-members

[Register now >>>](#)

Want to Show Attendees You Really Care?



(Orange County, CA)

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(Connecticut)
- **Funeral Director**
(Northern Colorado)
- **Funeral Director**
(Scottsbluff, NE)
- **Funeral Arranger**
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- **Managing Partner**
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- **Funeral Director**
(San Mateo, CA)
- **Sales Manager**
(Western Region)
- **Licensed Funeral Director/Embalmer**
(Spokane, WA)



After walking through the exhibit hall for hours on end, attendees with tired/sore feet will be relieved to see a shuttle bus sponsored by your company to take them back to the hotel. **As the sponsor of the shuttle buses, you'll have the opportunity to place handouts on the seats and talk to attendees while they're on the bus.**

Shuttle Bus sponsorships are still available!

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ICCFA University Scholarship Winners

The ICCFA Educational Foundation has announced that it will award 20 ICCFA University scholarships this year. The recipients are:

Marie Anderson

Afp Horizon, Carrolton, TX

Made possible by Live Oak Bank

Darlene Billstrom

El Carmelo Cemetery, Pacific Grove, CA

Made possible by Matthews

David J. Boyle

Town of Chemsford Cemetery, Chemsford, MA

- **Funeral Director/Embalmer**
(North Olmstead, OH)
- **Funeral Director/Embalmer**
(CA)
- **General Manager**
(Houston, TX)
- **Pre-Planning Sales Manager**
(Seattle, WA)
- **Regional Sales Manager**
(Kansas)
- **Sales Representatives**
(Seattle, WA)

Made possible by Memorial Classic Golf Tournament

David Brooks

St. Joseph's Cemetery & Morris Funeral Cottage, Cheraw, SC

Made possible by Next Gen Scholarship Fund

Rachel Dwyer

Allen Dave Funeral Home & Heritage Funeral Home, Harker Heights, TX

Made possible by Cypress Lawn / Kenneth Edward Varner Memorial Scholarship

Heather Felkel

Relyea Funeral Chapel, Boise, ID

Made possible by NGL National Guardian Life

Pamela Girdy

Allen Dave Funeral Home, Houston, TX

Made possible by Matthews

Zachary Gordon

Eternal Hills Memorial Gardens, Klamath Falls, OR

Made possible by NGL National Guardian Life

Cynthia Herbison

Polk Memorial Gardens/Williams Funeral Home, Columbia, TN

Made possible by Batesville

Kai Horn

Memorial Park & Funeral Home & Cemetery, Gainesville, GA

Made possible by Live Oak Bank

Matthew Morian

Lucas Funeral Home, Grapevine, TX

Made possible by NGL National Guardian Life

Stephen Mulder

Sunset Gardens and Einans Funeral Home, Richland, WA

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Nathan Nardi

Rose Hill Cemetery of Hagerstown, Hagerstown, MD

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Lorraine Piller

Riordan North American & Fabbaven, Alberta, Canada

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ICCFA MAGAZINE

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which focuses on the 2016
Annual Convention & Expo.

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Einan's At Sunset, Richland, WA
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Association of Jewish Cemeteries, West Hartford, CT
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Stephanie Zimmerman

Forethought Life Insurance Company, Batesville, IN
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Becky Zoch

City of Evansville Cemeteries, Evansville, IN
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Upcoming Cremation Training: Decatur, GA

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Deadline to reserve ad space:
March 21
Artwork is due: March 28

CREMATION CENTRAL

ICCFA is proud to once again offer two types of cremation training (Crematory Operator and Cremation Arranger) in upcoming month. Register now to reserve your spot!

April 19-20, 2016 || Decatur, GA

Arranger: April 19

Operator: April 20

Gupton-James College of Funeral Service

Note: you do not have to send the same person for both days of training. You may choose to send one person to the Arranger training and someone else to the Operator program.

To register online, [click here](#).

Member Benefit Spotlight

Membership Has Its Privileges!

Directors'
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Did you know that Directors' Choice will waive the set-up fee and offer you a special trial period for their services? Log in and visit <https://www.iccfa.com/member-benefit-discount-programs> to see more membership discount programs available to you!*

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