

# ICCFA YOU

A newsletter by, for and about ICCFAU students, faculty and alumni

## Land Management College Rolls Out Two New Courses

The College of Land Management & Ground Operations will offer two new courses during ICCFA University 2009. One a lab in which students will apply what they've learned. The other a seminar chock full of how-to advice on grounds operations management.

### DEVELOP THIS! THE SMITTY & FIFE SHOW!

**Jeff Kidwiler, CCE**  
Students will break into small groups for this hands-on project in which you'll develop a new cemetery section.



You'll obtain first-hand experience in master planning, land use and design, product selection, ROI projections and more.

**Tom Smith and Tom Pfeifer**

This high-energy presentation will be packed with practical "how-to" advice on cemetery maintenance and operational issues, by two of the industry's most well known experts. Smitty and Fife are best known for their popular "From the Grounds Up" column in *ICCFA Magazine*, where they share real-world maintenance management ideas that can be applied at any location, with any size budget.



**Smith**



**Pfeifer**

See the full five-day schedule online now at [www.iccfa.com](http://www.iccfa.com)



## ICCFAU Forum Online at ICCFA Cafe

Yes, the new [www.iccfa.com](http://www.iccfa.com) is where you'll find colleagues and fellow ICCFA University alumni from around the world as well as a growing library of resources that have been collected by the ICCFA for more than a century – hundreds of video, audio and reading materials.

The forums, including one devoted to ICCFAU, are where you may share challenges and solutions with your industry colleagues.

Discussions, commentaries and resources are being added all the time, so be sure to visit the Cafe every day!



## CHANCELLOR'S MESSAGE

**WOW!** It is hard to believe that we are already rolling into March 2009 and ICCFA University is only four months away.



The schedule is set. The curriculum has been planned. Logistics are being coordinated. Registration materials have been mailed out and are posted at [www.iccfa.com](http://www.iccfa.com). But have you made your plans to be with us at the University yet?

In this issue, not only will you find more ammo for your decision to come to the U, but two features about our Deans Gary O'Sullivan and Jeff Kidwiler. Both of these gentlemen have spent years with our University and have constantly demonstrated the ethical standards, the forward thinking and the talent to not only keep their colleges fresh, but also to be very relevant in today's changing business landscapes.

Ask either Gary or Jeff and I am sure they

would confirm that you need to attend University this year. With the economic downturn, now more than ever it is vital that you increase your knowledge about our industry, how every aspect of it functions, how it should perform and how to become increasingly more successful. Because if you don't, your competitors will.

We will feature each of our Dean's in the upcoming issues along with many more photos and experiences from The University. It is simply the best in education that one can receive from every discipline of our industry.

Come leave your mark with us at this year's ICCFA University and then watch your career reach new heights.

Respectfully,



Michael H. Burke  
ICCFA University Chancellor

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## SPECIAL OFFER FOR ALUMNI



**NEW FOR 2009** – If you have attended ICCFA University for four years or more, you may register to attend ICCFAU and receive a special **\$100 DISCOUNT** off your registration fee.

See the registration forms (pages 6 & 7) for details.

### ICCFAYOU

Volume 2, Issue 2 • Spring 2009

A quarterly newsletter published by the International Cemetery, Cremation and Funeral Association. Copyright 2009.

### ICCFA UNIVERSITY LEADERSHIP

Michael Burke  
*Chancellor*

Ernie Heffner, CFuE  
*Dean, College of 21st Century Services*

Gary O'Sullivan, CCE, CCFE  
*Dean, J. Asher Neel College of Sales & Marketing*

Jim Starks, CFuE, CCrE  
*Dean, College of Cremation Services*

Jeff Kidwiler, CCE, CSE  
*Dean, College of Land Management & Grounds Operations*

Katherine Scimmi  
*Dean, College of Administration & Management*

Todd Van Beck  
*Dean, College of Funeral Home Management*

*ICCFA would like to congratulate the following University scholarship recipients:*

**ICCFA Educational Foundation Scholarship:**

**Jane Smith Washington**

Matthews International, Inc.

**ICCFA Women's Forum Scholarship:**

**Audra Romero**

Diocese of Tucson Tucson, Arizona

**ICCFA Women's Forum Scholarship:**

**Jamie Gorr**

Fort Howard Memorial Park Green Bay, Wisconsin

*Congratulations and we'll see you in Tunica!*

## Creating a Sense of Positive Urgency

By Gary O'Sullivan, CCFE  
Dean, J. Asher Neel College of Sales & Marketing



In the J. Asher Neel College of Sales and Marketing this past year we talked a lot about how to get things done, how to get people to get results and how the sales managers must be more than a manager, they must be a leader as well.

Since our time together this past July, I read a book by John. P. Kotter, *A Sense of Urgency*. In it he says, "Urgent behavior is not driven by a belief that all is well or that everything is a mess but, instead, that the world contains great opportunity and great hazards." Kotter explains that urgent actions are not created by feelings of anxiety or frustration, but by a "gut-level determination to move and win, now."

I got to thinking about the things a sale manager, (sales leader), needs to do to create this urgency to win, to

capture opportunity, and to be aware of the great hazards. I put together a short list of the actions a sales manager can do to help create, what I have now come to call, as sense of positive urgency.

As we know everything starts with leadership, so the obvious place to start is at the top, with you. The sales manager must speak and act with a sense of positive urgency, not out of panic or fear, but out of pride and a desire to be the company that seizes opportunities and is prepared for hazards

You must show your organization what opportunity looks like when everyone acts with a sense of urgency, what the opportunities are, and what the hazards may be. This is form of vision casting. This takes relentless communication. You must explain why acting with a sense of urgency is critical in order to seize opportunity.

You must keep your people on alert for hazards that can potentially derail their goals and outcomes. They must ensure that their people know how to respond, with a sense of urgency, to minimize risk or loss. As Jim Rohn says, "Without a sense of urgency, desire loses its value."

*"Instructor Extras" offers advice from ICCFAU instructors – tips & tools to enhance what you learn in class. Instructors: If you would like to contribute to "Instructor Extras," please contact Rob Treadway at [robt@iccfa.com](mailto:robt@iccfa.com).*

## A TRADITION CONTINUES – FIRESIDE CHATS WITH GARY O!

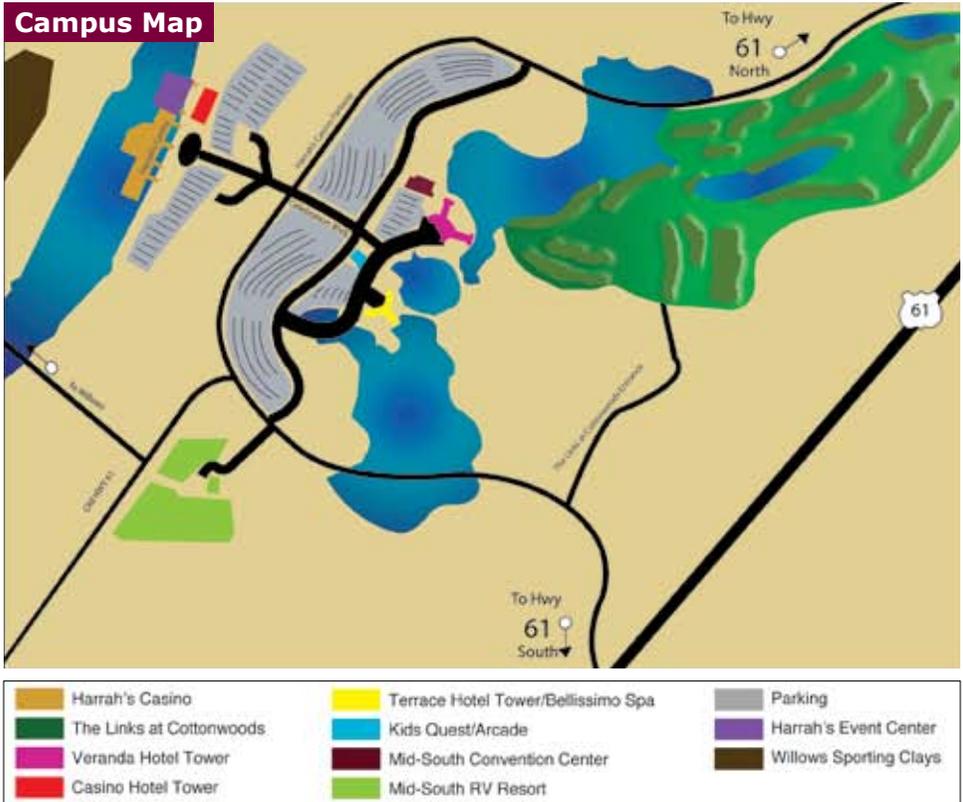
When Chancellor Mike Burke was giving a tour of the new location for the University, he took Gary O'Sullivan, CCFE, and said, "Come with me I have something to show you. A fireplace! Look GO – you still have a place to have your fireside chats." It is a "well known secret" to the students of the ICCFAU that on any given night you won't find Gary out and about in Memphis, you will find him sitting by the fireplace sharing, giving and learning. In these impromptu sessions, Gary will answer individual questions people have, whether they are in his

college or even in sales, as he shares his vast experience in our profession. Topics discussed go from sales to integrity, from leadership to corporate culture, from sales concepts to becoming a true professional.

Gary O. encourages, mentors, and motivates students in his after hours fireside chats. It's a bit ironic that this tradition got started by a fireplace, because Gary's passion to build a fire in the hearts and minds of people, not only about be the best in our profession, but achieving all we can as individuals.

# NEW VENUE

The Mid-South Convention Center and the Veranda Hotel are the new home of ICCFA University. These two facilities are just a couple of features on the Harrah's Tunica Resort campus. Get a bird's eye view of the new "U" and learn about all the nearby amenities below.



## Mid-South Convention Center

- 45,000 square feet

## The Veranda Hotel

- Pool
- exercise room
- sauna and whirlpool
- cabana service

## Links at Cottonwood Golf Course

- Voted one of the top 40 casino golf courses by *Golf Digest*
- Full service clubhouse

## Bellissimo Spa & Salon

- Voted best spa by *Casino Player Magazine*

## Harrah's Casino

- 140,000 square feet of 24-hour gaming
- 80 tables of blackjack, poker, roulette and craps
- Host to World Series of Poker® circuit events



## ICCFA University, July 17-22, 2009

**Class sizes are limited, so act now to reserve your spot!**

**Registration must be received by June 16, 2009.**

*Forms will be processed on a first-come, first-served basis after this date.*

Please fill out both sides of form. Due to the high volume of applications, paid registrations will be processed first.

### *Registrant Information (please print)*

Name \_\_\_\_\_

Nickname (for badge) \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Business Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Fax ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail address \_\_\_\_\_

If you have a disability that requires special accommodation, please check here and attach a statement of your needs.

Are you a first-time ICCFA University student?     Yes     No

Indicate if you are a (check all that apply):

- |                              |                               |                               |                               |
|------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> CCE | <input type="checkbox"/> CFuE | <input type="checkbox"/> CCFE | <input type="checkbox"/> CCrE |
| <input type="checkbox"/> CSE | <input type="checkbox"/> CCCE | <input type="checkbox"/> CFSP | <input type="checkbox"/> CM   |

### *College Selection*

1st  
Choice

2nd  
Choice

I will be attending (indicate first and second choices):

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <b>College of 21st Century Services</b>                            |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>College of Administration &amp; Management</b>                  |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>College of Cremation Services</b>                               |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>College of Funeral Home Management</b>                          |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>College of Land Management &amp; Grounds Operations</b>         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>J. Asher Neel College of Sales &amp; Marketing</b>              |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>Master's Program</b> <i>(attach daily itinerary of classes)</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>CEO Program</b> <i>(attach daily itinerary of classes)</i>      |

**Cancellation Policy:** Registrants canceling their registrations prior to June 17 will receive refunds. All cancellations must be made in writing and will be subject to a 15% per person cancellation fee.

REGISTRATION FORM • PAGE 2

*Housing Reservations*

Students should make their reservations directly with the Tunica Resort's Veranda Hotel. To obtain **the ICCFA discounted room rate of just \$89 per night**, please call 1.800.427.7247 and use Group Code s07icc9. Reservations also may be made online. A direct link to our group reservation page can be found at [www.iccfa.com/education-events/iccfa-university](http://www.iccfa.com/education-events/iccfa-university). The deadline for reserving rooms is June 16, 2009. Reservation requests received after June 16 will be accepted on a space-available basis and may be subject to a higher rate.

*Registration Fees\**

<b>College of 21st Century Services</b> (includes fees for Celebrant Training)	<b>\$1,435</b>	
<b>College of Cremation Services</b> (includes fees for Crematory Operator Training)	<b>\$1,385</b>	
<b>College of Land Management</b> (includes fees for OSHA Training DVD)	<b>\$1,335</b>	
<b>All Other Colleges</b>	<b>\$1,285</b>	
		Subtotal _____

**Additional Meal Package (for guests not attending ICCFAU)**  
 1 package @ \$495 Subtotal \_\_\_\_\_

**ICCFA University Polo Shirts**  
 \_\_\_\_\_ shirts @ \$40 each  
 Please indicate type: **Regular (student)** **Alumnus**  
**Professor** **Dean**  
 Please indicate size(s): **Men's** S M L XL XXL  
**Women's** S M L XL Subtotal \_\_\_\_\_  
 Alumni \$100 discount **NEW!** Subtotal \_\_\_\_\_  
 (Only for students who have attended 4 years or more)

**TOTAL DUE TO ICCFA \$ \_\_\_\_\_**

*\*Fees include all meals, from Friday's dinner through Wednesday's breakfast, as well as the receptions and refreshments during breaks and the Sports Tournament. Fees cover an 18% service charge and a 7% tax on all food service.*

*Payment*

CHECK (Please make payable to ICCFA)  
 CREDIT CARD (Circle one) Visa Mastercard American Express Discover  
 Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Name on card \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Security ID code (3-digit # on back of card or 4-digit # on front of AmEx) \_\_\_\_\_  
 Card's billing address/ZIP \_\_\_\_\_



**Return form with payment to:**  
**ICCFA Meetings Department**  
**107 Carpenter Drive, Suite 100, Sterling, VA 20164**  
**Fax 703.391.8416 • Phone 1.800.645.7700**

ICCFA Use Only: Date Rec'd _____	Ind ID# _____
Co ID# _____	Type Pmt _____ Total\$ _____

# STUDENT, ALUMNI & FACULTY SPOTLIGHT

**Kevin Gaffney**, Funeral Directors Life Insurance Company (FDLIC) Director of Sales Development for Ohio, has been named the company's 2008 Sales Manager of the Year.



**Gaffney**

The Sales Manager of the Year Award goes to the FDLIC manager who has exhibited the company's philosophy in the areas of sales volume, recruiting, training, directing sales counselors, and retention of funeral homes throughout the year.

"FDLIC is blessed with an outstanding field sales management team whose members take very seriously their role as knowledgeable, trusted business advisors for our funeral home clients. This makes choosing a Sales Manager of the Year very difficult. During 2008 Kevin distinguished himself because of his deep knowledge of funeral service and preneed, his wonderful work ethic, his passion for achievement, and his care and concern for the customer," said FDLIC Vice President of Sales, Todd Carlson.

*We want to hear from you! Send your announcements to [robt@iccfa.com](mailto:robt@iccfa.com).*

## CAUGHT ON CAMERA! CAPTION CONTEST

Come up with your own captions for the pictures below from ICCFAU 2008 and submit them to [robt@iccfa.com](mailto:robt@iccfa.com). The best submissions will be published in the next issue of ICCFAYOU. Be sure to include the photo number when submitting your caption. Deadline: May 1, 2009.



1



2

Thank you for submitting these great suggestions in our winter photo caption contest. Congratulations to our winners!



1



2



3

"Eventually they were informed it was just a halogen light fixture and not a UFO wanting to take them to a better place."

– Jeff Kidwiler  
Heritage Park Philippines  
Taguig, Metro Manila,  
Philippines

"I just can't get my hands around this cremation thing."

– Joe Verzi  
Catholic Cemeteries of  
the Archdiocese of  
Newark, New Jersey

"Mike, keep your chin up. Maybe you'll make the team next year."

– Joe Verzi  
Catholic Cemeteries of  
the Archdiocese of  
Newark, New Jersey



INTERNATIONAL CEMETERY, CREMATION  
AND FUNERAL ASSOCIATION

107 Carpenter Drive, Suite 100  
Sterling, VA 20164

## IN YOUR OWN WORDS...

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This week has been incredible. I have learned so many new things about this industry that I can take back and surely help to better assist the families I serve. I will be recommending the school to all the funeral directors and cemeteterians I deal with. It was great having the photos being taken every day and seeing them on the slide show. I hope to be able to come back!

— *Michelle Mikkola, Guardian Angel Cemetery,  
Rochester, Michigan*