

The Southerner Newsletter

Newsletter Of The Southern Cemetery Cremation & Funeral Association | Spring 2023



Michael Phares
SCCFA President

High Lawn Memorial Park
Oak Hill, WV

President's Message

A message from Michael.....

What an honor it is to be serving as President of this great association during the celebration of its 90th Anniversary. The cemeterians who had the foresight to form a regional association in Birmingham, Alabama on August 8, 1933 to represent the cemeteries of the South, to pool together resources from the various southern states, were pioneers in the profession who recognized that there is power in numbers.

Greats like association President - Walter Puckett from Elmwood Cemetery Corporation in Birmingham, Alabama, Vice President – Frank Adair from Westview Cemetery Association in Atlanta, Georgia, and Secretary-Treasurer - Zack S. West from Forest Hills Cemetery Association in Birmingham, Alabama. The officers, along with three other board members, Wiley Morgan of Greenwood Cemetery Company in Knoxville, Tennessee, Fred B. Bradshaw of Oaklawn Memorial Park in Jacksonville, Florida, and W.C. Loggans of Lakewood Memorial Park in Jackson, Mississippi, held the association's first annual convention in May of 1934 in Atlanta, Georgia.

Life's Short. Be Southern.

Originally The Southern Cemetery Association, the organization has grown to include the cremation and funeral professions, as well, and is known today as the Southern Cemetery, Cremation & Funeral Association – The Southern. We are a strong association, representing cemetery, cremation, and funeral professionals in 15 states. We work with state associations to monitor legislation, foster goodwill in the industry, and host annual conventions for professionals throughout our region – bringing together the best of the best. We are very fortunate this year to be able to team up with the cemetery associations from Kentucky, Tennessee, North Carolina, and South Carolina for The Southern 90th Annual Convention. Joining together with so many great state associations, with top notch leaders in our industry, makes for an awesome convention experience.

We are excited to bring this historic event to Gatlinburg TN, and hope all of you will join us! Now is the time for you to register. We have a great lineup of speakers and a fantastically scheduled format that you will not want to miss!

I look forward to seeing you all there.

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The Davey Tree Experts

What options do you have to work with the current labor shortage facing all of us today?
By: Don Winsett

One way Merriam Webster defines labor is, "Human activity that provides the goods and services in an economy."

Right now, the need for labor is one of the biggest concerns in the United States' economy. Everyone in all industries are looking for help to either grow or just maintain their current book of business. With unemployment running in historic low numbers, it does not look like this problem will be changing soon. What does this mean to employers? You need to start changing the way you hire, who you hire, and completely change how and who works for you. In this article, my goal is to give you several options on how you might work to remedy the labor situation.

One option is looking to hire H-2B seasonal workers. These are workers who come to the United States for 3, 6, or 9 months to work. After, they return home to their home country for the off season.

These workers are often used for landscaping, agriculture, hotels, restaurants, and other fields in need of high-volume employment. What is beneficial for this option is that in the winter, you do not have the expense of staff or have to lay people off. These workers are a staple in the landscape world and through many different organizations has proven to be a successful route.

Another option is hiring recent retirees. During COVID, there was a mass exit of workers who had retired early. They have now been out of work for a couple of years and want something to do. There is currently a big percentage that are looking for a second career. Some only want part-time and flexible hours. The positive side to this is that you receive a mature worker who has a good history and experience.

There are also stay at home parents who are looking for part-time or full-time work. They can answer phones and complete clerical work such as contract reviews, marketing, writing; there are endless job opportunities that can be performed. All it takes is a little imagination.

Another avenue is looking into the many returning veterans who are well trained, disciplined, and looking for work. There are many agencies that can help find workers, and there may even be possible tax incentives to help. This is an untapped labor source that is willing to learn a new trade.

The next option that I will leave you with today is the consideration of outsourcing. Things like pay-roll services, marketing, landscape, and HR services all can be outsourced. These are professionals that keep up with the laws, and most current equipment to do the job. Using outsource services, you do not have to worry about taxes, vacations, sick days, training, layoffs or hiring. One bill covers it all.

Last but not least, you need to begin considering how you will retain your workers. Things like profit sharing, flexible hours and work at home all make for a happy workforce. Once you hire the right person, keeping them is the next task.

Showing a career path, promotions, and ownership all show your commitment to the employee.

I hope this has given you some ideas to help you with your workforce need. If I can help you work through some of these options, please feel free to reach out. 

Don Winsett
Don.Winsett@davey.com 954-303-3333

CALENDAR OF EVENTS

April 30 - May 2, 2023

Texas Cemeteries & Crematories Association - 2023 Annual Convention

Kalahari Resorts & Conventions, Round Rock, TX

For more information: www.txcca.us

2023 TCCA Annual Convention - Texas Cemeteries & Crematories Association

May 16 - 19, 2023

2023 ICCFA Annual Convention & Exposition

Loews Kansas City Hotel & Kansas City Convention Center, Kansas City, MO

For additional information: www.iccfa.com

ICCFA Convention

June 1 - 4, 2023

2023 Virginia Cemetery Association - Annual Convention

The Omni Homestead Resort, Hot Springs, VA

For more details: www.virginiacemeteryassociation.com

Virginia Cemetery Association - Meeting/Event Information

June 25 - 27, 2023

2023 SCCFA/CAT/KCA/NCCA/SCCA - Annual Convention and Exhibits

Joint Association Convention

Park Vista Hotel, Gatlinburg, TN

For more details: www.sccfa.info

SCCFA.info Convention Information

June 27, 2023

8:00AM - 8:30AM EST

2023 SCCFA Past Presidents Breakfast

The Park Vista Hotel, LaConte Room

This is the annual meeting for SCCFA Past Presidents.

Please RSVP to TheSouthern.office@gmail.com

July 13 - 15, 2023

2023 FCCFA Annual Convention and Trade Show

Marriott Tampa Water Street

For more information visit: <https://fccfa.memberclicks.net/Convention>

Or reach out to FCCFA office jricco@executiveoffice.org

August 3 - 6, 2023

2023 West Virginia Cemetery and Funeral Association Annual Convention

The Resort at Glade Spring, Daniels, WV

Details not yet available.

August 10 - 12, 2023

2023 Tri-State Convention and Exhibits (AL, LA, MS)

Perdido Beach Resort (AL)

Details not yet available.



Improving Customer Service Through Technology

By: Scott McAfee

In the deathcare industry, we deal with people in a sensitive, emotional state. We see people when they've lost friends, spouses, children, and parents. Sometimes we serve multiple people in one day, all having the worst time of their lives. Needless to say, we aren't seeing people at their best. Our industry requires a different level of finesse and empathy from its workers in order to accommodate our clients during their most difficult times.

When we think of ways we can best serve our clients, technology may not be the first thing that comes to mind, but the two are directly related. There are many ways technology can create the space necessary to give the best possible service to our clients.

So, how can technology facilitate better customer service in deathcare?

1. Time - They say time is our most valuable asset. One of the biggest connections between technology and customer service in deathcare is time. When processes are automated and digitized, you free up countless hours to spend better serving grieving families. Instead of causing frustration as you lose hours looking through file cabinets and handwriting multiple documents over and over with the same information, technology allows you to finish these tasks much more efficiently. This time is a vital piece in putting the focus on the client and keeping it there. Any time you can get back from menial tasks is time you can use to enhance customer experience by building relationships with your community.

2. Organization - Referencing multiple sources of data and searching through file cabinets are often a big part of the day of a cemetery worker. Unfortunately, this directly affects the customer service you provide and the amount of information you can supply. Frequently, you aren't able to locate the correct information to help a visitor while you leaf through ledgers and file cabinets. Technological solutions like recordkeeping and mapping software do all that legwork for you, and the community can trust the information you give them.

3. Security - Your cemetery records are critical historical data; each day they stay on paper, they are at an increased risk of being lost, damaged, or destroyed. Whether the threat is a natural disaster, a disgruntled employee, or records simply getting lost, your data is too important to risk. In contrast, digital records are safe from fires, water damage, and other natural disasters, keeping them as secure as possible. The last thing you want to have to tell a cemetery visitor is that you no longer have a record of their loved one.

Putting your records into a digital format safeguards you and your clients from these unfortunate situations.

4. Confidence - It's easy for data to get messy from decades of handwriting records. Data is often written in different places, and you need it all in front of you to see the whole picture. Taking the time to digitize these records and put everything in one place allows

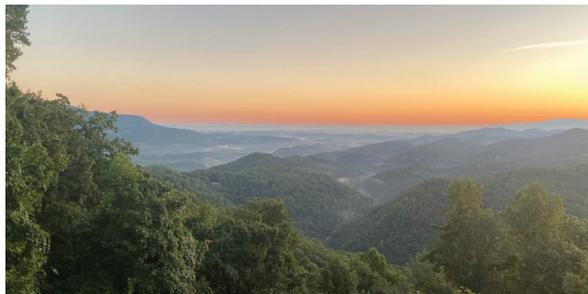
you to feel confident in the accuracy of your data. Confidence in your data means confidence in the customer service you provide, and that means happy customers.

Your most important assets are your data and your employees. Using technology such as record management software or digital mapping puts you in the driver's seat with clean, organized data you can trust and the ability to access it in a fraction of the time. We are in this industry because we care about people and their legacies, and technology is the best way to empower your staff and the community it serves.

Cemetery industry expert Scott McAfee is CEO and co-founder of CemSites. CemSites provides complete, intuitive cloud-based record management software for cemetery organizations. CemSites strives to improve the workflow of every cemetery with visual data tools, such as GPS grave navigation, finance management, online product sales, and more. For more information on the technological uses of cemetery software, you can reach Scott at scott@cemsites.com or (877) 783-9626. 

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Data-Driven: The Benefits to Deathcare Service Providers

By: Graeme Arthur

Data. It's everywhere. And in our increasingly digital world, with almost every interaction, at every touchpoint, it's collected, stored, managed, verified, analyzed and utilized in one way or another.

And deathcare service providers hold a lot of it. If utilized in the right way, this information can help to inform and steer direction around a shared vision - helping you to plan and manage resources, improve customer service and maximize your sales strategy. Let's look at how.

What is data-driven decision making?

First things first - just what is 'data-driven decision making'? In simple terms, it's the process of using your data to inform the decisions you make. It's about using the best available evidence you have to support your organization's strategic direction, rather than relying on intuition, guesswork or 'gut-feeling'.

In practice, that data needs to be collected, organized, verified and analyzed - often using business tools or reporting software, which may pose a challenge if using older, disjointed paper-based systems that rely on information pulled from a number of different sources.

Which is just one of the many reasons why attaining a 'single source of truth' for your organization is vital if you are to remain 'data-driven'.

A 'single source of truth' is obtained by creating a single destination for all of your information - all of the aggregated data held within your systems updated in real time within a single location, providing an easily accessible, shared point of reference for all users.

An integrated cemetery management system - one that incorporates its own reporting tools and dashboards is one highly efficient way to achieve that.

Why is it a good idea to be data-driven?

At a top line level, removing intuition or guesswork also removes personal bias, meaning that your decisions become more objective, and based on facts and evidence. Identifying trends or patterns over time will also allow you to not only gain a deeper understanding of any issues you may be facing, but also put plans in place to overcome them.

Analyzing data can also help you to become more efficient and improve processes within your organization - helping you to manage time and resources in the most effective way.

Data-driven decision making will ultimately allow you to become more strategic in your approach. Looking at past performance will let you see where your focus needs to be, and in looking at outcomes you can see what actions you need to take.

What does this mean for deathcare providers?

With all of that in mind, we can start to see the real world applications for deathcare service providers. Let's think about just some of the data they hold. Burial records, deeds, contracts, maps, inventory and operational data, financials, demographics, CRM, and sales, to name just a few.

Together, it paints a complete picture of an organization. What it has, what it does and how successfully it's doing it.

How many families or customers do we serve? Who is using our services and when are they using them? What's their preferred method of interment? How much are they spending? How long do we spend on tasks? When are we busiest? What space do we have left?

Used in the right way, your data will help provide answers to questions that will help to align your entire team around strategic goals and objectives, and allow you to measure success. With that in mind, here are 3 practical ways data-driven decision making can benefit deathcare providers.

Data-Driven: The Benefits to Deathcare Service Providers (continued)

#1 Planning and resource management

Land availability continues to be an important issue for many cemeteries, and where space is ultimately finite, how can you mitigate and plan for the inevitable? A good place to start is to know exactly what you have in terms of your inventory and how quickly you are running out of it.

Being able to view and report on the rate at which you're selling inventory - whether month to month or year to year, will allow you to plan ahead and look at options for maximizing the space currently available, or to take appropriate measures, such as reviewing the release of pre-paid plots.

In a similar way, looking at areas such as grave occupancy, schedules of maintenance, time taken on tasks etc. will help to plan out resources, and ensure they are being used most effectively.

#2 Customer service and engagement

Knowing exactly who your families or customers are is one of the best ways to ensure you're meeting their needs and engaging with them in the best way possible.

Information, for example, on the demographics of those engaging with you, or more specifically who isn't, can tell you where you may need to direct your marketing efforts. What does that demographic breakdown look like? Are there certain sections of the community that you're not reaching and what might you do to address that?

Data on factors such as which interment options are most popular, or what kind of leases are being taken out will also allow you to understand preferences, enabling you to provide more personalized services. You can also start to ask yourself what you can be doing to meet those needs and where your efforts need to be focused.

Data provided via CRM tools is also a great way of tracking engagement, providing you with information on how, when and from where people are finding you and where in the process might they be dropping off. You can then use this information to tailor your approach, ensuring that you're reaching the right customers with the right services at the right time.

#3 Sales and revenue

And speaking of Customer Relationship Management tools, the visibility they provide of your entire sales pipeline, and of sales performance in general, can help you to understand which techniques are working best for you - and just as importantly, which aren't. You can then adapt your strategy to refocus your efforts on what's working and address what isn't.

Again, looking at buying preferences or buying trends over time will also help you to see if your strategy is working. Are you seeing more at-need sales than pre-need, for example? Is that percentage split changing over time and does it reflect where you want it to be?

Taking that further, drilling deeper down into the detail of things such as pricing, sales or contract value may also help you to look for opportunities to increase your revenue.

Graeme Arthur is Content Specialist with leading deathtech software provider PlotBox. Graeme has over 20 years' experience working in a variety of marketing roles and is passionate about deathcare management. PlotBox is the innovative cloud-based deathcare management solution that enables cemeteries, crematories and funeral homes to serve their families in the best way possible. To learn more about the benefits of a single deathcare management software solution, visit: www.plotbox.io 

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How to Interact with Deathcare Audiences in 2023

By: Tim Fish

For virtually every type of business, success directly correlates with your ability to look ahead. You need to be able to see the future—or at least have a solid educated guess about it.

While that's certainly true of deathcare, the reality is that funeral directors and cemeterians spend much of their time focusing on the past. They help families look back, not forward. They memorialize what has come before.

And thank goodness for that. We live in a world where it's all about the next big thing, where change is a constant, where standing still for a few seconds to catch your breath means getting left behind—because everyone else is racing forward.

It's wonderful that funeral homes and cemeteries help families appreciate what got us here, how the people we loved built their lives and relationships. It's the heart of the entire industry.

But as it relates to the actual matter of growing a successful deathcare business, this is no time for looking back. Save that for the families.

As of 2023, the pace of change quickens constantly. Even as I write these words, the hot new topic is whether an artificial intelligence chatbot could write this article just as well. (Honestly, I might put money on the bot.)

As we look ahead to next decade, the deathcare industry will only see much more change; I'd go so far as to call it an upheaval.

And at the risk of being blunt, that level of change—particularly for independent, family-owned funeral homes that are accustomed to doing things the same way for (at least) much of the past several decades—we're talking about a potentially existential threat.

And I don't mean "existential" in a philosophical way, the way "existential crisis" is used by navel-gazers

regarding the meaning of life. I mean it as a threat to the very existence of these family-owned funeral homes and cemeteries.

If they don't adapt to the incredibly rapid rate of change in American business today, they absolutely could cease to exist. Whether that means selling the business to a Wall Street conglomerate or just closing shop altogether, the family funeral home and cemetery as we've known it simply won't survive if it doesn't evolve.

I don't need to tell anyone reading this article about the challenges smaller firms face from direct cremation or increased competition from deep-pocket corporate entities. I'll just remind everyone that those trends show no sign whatsoever of abating.

So instead, let's talk about what your business can do to evolve along with all the change occurring in the world. Let's look at what's happening now and how you can position yourself with a solid plan to roll with any new changes on the horizon.

And to reach that point, at least as it relates to my particular field—marketing your business digitally—let's dig into what I teased in the headline: interaction.

People are interacting with the world in new ways

Some people still make first contact a funeral director with a call on the phone. That's not going away anytime soon, but it's not as frequent as it used to be.

Some people still choose the funeral home they'll use by digging up a printed Yellow Pages directory and choosing from an ad or listing. But while that still happens, it's far less frequent than it used to be.

Everything changed—and I truly mean everything—when smartphones reached massive adoption levels over the past decade. It's one of the biggest game-changers in the history of American business.

We take it for granted now, but only 10 years ago,

How to Interact with Deathcare Audiences in 2023 (continued)

having convenient, affordable 24/7 access to the internet everywhere you go was virtually unthinkable.

We have far more computing power sitting in our pocket today than the average desktop computer had a decade ago. Don't be fooled by the fact that you still use a desktop computer on a regular basis. It still has its use, but for many Americans, it's becoming a relic.

It's true across the world, but especially true for Americans: We have shown to be amazingly adaptable to new technologies as soon as they emerge.

No one's "scared" of a smartphone or a tablet anymore, particularly in a post-pandemic world. Many grandparents use them constantly, and more than a few great-grandparents do too.

So do grade-school children. They might not have their own, but hand your iPhone or Android phone to a 7-year-old and watch them go to work. (And watch very carefully, lest they purchase \$500 in games and apps before you finish making French toast in the morning.)

And of course, there's everyone in between. Studies from the past year have shown that almost 85 percent of Americans ages 18 to 52 check their smartphone within five minutes of waking up, with over 65 percent checking it within the first 30 seconds.

That's how we interact with the world now—through our smartphones, or our tablets, or (for many people) both.

(Of course, we can't ignore the impact of pandemic lockdowns in recent years. Being stuck at home forced Americans of all ages—even the most technophobic among us—to get accustomed to video chat, remote work, and so on.)

Thanks to their larger screens, tablets are often more popular for everyday use by older people around the house, but most of them are still only used over a Wi-Fi

connection, meaning you can't easily access the internet when you're out and about.

Because all smartphones have a 24/7 connection over mobile data, they get the nod for most people outside the home. Which is also why a rapidly growing number of Americans—again, I'm including lots of people in their fifties, sixties, and even seventies here—now have both a smartphone and tablet.

It was unthinkable six or seven years ago. Now that we're in 2023, it's already become the norm. That's how fast this is all changing.

Google, the massive leader in online search (with over 90 percent of the market), understands this clearly. It now prioritizes the mobile experience over desktop.

I'll put it to you this way: What if I said your funeral home website had to use two website designs and architectures, one of which would be viewed and used by desktop visitors, the other by mobile users?

One will be spectacular—beautiful, easy to navigate, easy to use—and the other one will be inconvenient and ugly. You must assign one option to your desktop experience and the other one to mobile.

Which gets the spectacular experience? Desktop or mobile?

Today, the answer—ten times out of ten—must be mobile. That's where more people will see and use your funeral home website. We're already there in early 2023, and mobile use will just keep growing from there.

But that's not the only way people now interact with their world differently—and you need to understand how that will affect your planning for the next several years.

The Voice: not just a reality show

How to Interact with Deathcare Audiences in 2023 (continued)

Getting computers to do specific things by just talking to them: That seemed like a cool idea back when Captain Kirk did it on the original Star Trek half a century ago. (Even if William Shatner did it in the most absurdly overdramatic way imaginable.)

It took a while, but that's a reality today. Voice search is a real thing, and much like smartphones reinvented our daily lives, it's transforming how we interact with our world today.

It's also how many people now gain information about products and services, and more: Amazon's Echo and Show devices let people immediately order products just by speaking to them, using the Alexa intelligent voice search feature.

Today, if you live in an area that gets Amazon Prime Now delivery service (the list keeps growing rapidly) and own an Echo or a Show, you can simply tell Amazon you need to purchase baking powder. Within a couple of hours, a box will arrive at your front door with baking powder.

No need to run to the store to make those cookies for your nephews and nieces. You literally just solved that issue by speaking to a computer for less than 30 seconds.

The question I suspect is on your mind right now: How on earth does that relate to funeral homes? I'm glad you (probably) asked.

Think about it: When someone gets the call about the unexpected death of a family member—presuming there's not already a relationship with a funeral home or preplanning in place—she needs information immediately.

A Google Home device does with Google search what an Echo device does with Amazon shopping. If this family member has a Google Home sitting on her counter, she can literally just say "funeral homes near me" or "burial services in Gatlinburg" or "nearby cremation providers" or whatever—and the device will immediately reply with that information.

And Apple, of course, is doing the same thing with its Siri voice search. Siri users can search just by talking to their Apple watches now.

Many of these devices also come with display screens. They got a ton of use during pandemic lockdowns, and now people of all ages are used to using them. By asking the device for that information, you not only get a voice response but a search results page. The funeral home websites that have been optimized for voice search will most often appear right up top.

That's not to say Yellow Pages listings and traditional print ads are gone for good, but at least in the case of the Yellow Pages, it simply doesn't make sense to invest your marketing budget there.

When desktop computers gained traction in American homes, use of print directories took a big hit. Then smartphones and tablets cut into print and desktop. Now voice-controlled devices in the home will cut into everything that came before them. It's human nature to take the most convenient path.

Desktop eclipsed print. Mobile has now eclipsed desktop. Voice likely will eventually challenge everything that came before it.

This is how people interact with the world now. It's night and day from how it was just a decade ago. That's how fast everything is changing.

How to Interact with Deathcare Audiences in 2023 (continued)

Which is why I feel a great responsibility to communicate this change to independent funeral home owners. This industry is not immune to such massive change—even in rural areas.

Technology obviously won't influence life in rural Nebraska as quickly or completely as it will in Southern California, but it is happening. And as companies such as Google, Apple, and Amazon keep making this technology more affordable and easier to use, it will permeate every aspect of American culture.

I'm not talking about sometime far in the future. I mean it's happening right now.
How social media fits in

The way we interact with our world similarly plays a big role in preneed sales as we look forward to the future. Which fits perfectly because, what is prearrangement but making plans for the future?

Three out of four adult women in America are active on Facebook. Why is that so relevant? Because women make more prearrangement decisions than men by a 6-to-4 ratio.

Which is why a social media campaign for preneeds, particularly on Facebook, is an excellent way to target those preneed decision makers now and in the coming decade.

There is one critical caveat on that point: Today, average organic reach on Facebook—defined by the platform as “how many people you can reach for free on Facebook by posting to your page”—had declined to single-digit percentages, particularly for posts from business pages.

This means three things: Businesses need to be more selective about what they post; they should amplify the reach of their posts by including images and video, which automatically magnify reach; and they should consider “boosting” particularly important posts, which simply means you pay Facebook to give those posts more reach.

Social media simply can't be ignored as we look at the big picture for how funeral homes need to plan for changes in how people interact with the world. It's not going to play a big role in at-needs—and most likely never will—but for preneeds, it's a critical factor.

Again, if you go back and consider how 24/7 access to the internet is affecting every element of American life, you must think about your preneed goals and how you can incorporate social media into attracting more contracts.

Social media isn't just for kids anymore. It's for mom and dad, grandma and grandpa. It's the way many of them interact with their families and the world at large. It's time to include that in your big-picture plan for your funeral home's future.

Tim Fish is the Vice President of Sales & Business Development for Ring Ring Marketing, the premier digital marketing agency for funeral homes and cemeteries. Tim has over 25 years of sales and marketing experience in the funeral and cemetery industry and has held senior leadership positions for several industry supplier partners. He serves on the ICCFA Sales & Marketing committee, was co-chair of the inaugural “Dead Talks” sales conference, is a certified Celebrant, and a graduate of the ICCFA University. 

SCHEDULE OF EVENTS

"Celebrating 90 Years of Being Southern"

SUNDAY, June 25			
8:00 Check-in	9:00 Tee Time	Ed Phillips Memorial Golf Tournament (Meet in hotel lobby at 7:15)	Gatlinburg Golf Course
12:00	3:00	Exhibitor Registration (Lower Lobby) and Set-Up	Tennessee Ballroom
4:00	7:00	Registration Desk Open	Lower Lobby
2:00	3:00	SCCFA Board Meeting	Mountainview B
3:00	4:00	State Association Board Meetings:	
		CAT Board Meeting	Mountainview A
		KCA Board Meeting	Mountainview B
		NCCA Board Meeting	Mountainview C
		SCCA Board Meeting	Mountainview D
4:45		Exhibitor Meeting (Mandatory for all exhibitors)	Tennessee Ballroom
5:00	7:00	Opening Reception - Exhibit Hall Open Corn Hole Tournament	Tennessee Ballroom
MONDAY, June 26			
8:30	2:00	Registration Desk Open	Lower Lobby
9:00	9:15	Welcome by Michael Phares	Tennessee Ballroom
		Presentation of Colors and Pledge of Allegiance	
		Invocation by Honnalora Hubbard	
		Greetings from all Association Presidents	
		On Time Drawing for State Baskets	
		KEY NOTE: Todd Van Beck – The Good Old Days	
		SUPPLIER INTRODUCTIONS	
		Brunch – Exhibit Hall Open	
		On Time Drawing for State Baskets	
12:15	12:45	Genevieve Keeney-Vazquez – Preserving our History through Exhibits	
12:45	1:15	KEY NOTE: Todd Van Beck – The Good Old Days	
1:15	1:45	SUPPLIER INTRODUCTIONS	
		Afternoon and Dinner on your own	
TUESDAY, June 27			
8:30	2:00	Registration Desk Open	Lower Lobby
8:00	8:45	Invitation only: Coffee and Breakfast hosted by Axiom	See Invitation
8:00	8:45	SCCFA Past President Breakfast	LeConte Room
9:00		On Time Drawing for State Baskets	Tennessee Ballroom
		THEME FOR THE DAY: PAST, PRESENT & FUTURE	
9:00	9:30	Dr. Jason Troyer – Battling Burnout and Building Resistance	
9:30	10:00	Honnalora Hubbard – The Power of Storytelling	
10:00	10:30	Don Winsett – How Nature Helps During the Grieving Process	
10:30	12:00	Brunch – Exhibit Hall Open	

SCHEDULE OF EVENTS

"Celebrating 90 Years of Being Southern"

12:00		On Time Drawing for State Baskets	
12:00	12:30	Tim Smith – <i>The Lucky Number 13 – Laying a Good Foundation</i>	
12:30	1:00	Ellery Bowker – <i>Aftercare 3.0: The Shortest Path to Preneed Success</i>	
1:00	1:15	Memorial Service Officiated by Jodie Dupree	
1:15	1:30	Legislative Update Led by Dwane Wills	
1:30	1:45	ICCFA President Address, Robbie Pape	
1:45	2:00	SCCFA ANNUAL BUSINESS MEETING	
2:00	2:30	Exhibitor Tear Down	Tennessee Ballroom
2:00	3:00	Annual Business Meetings and New Board Meetings:	
		CAT Annual Business Meeting	Mountainview A
		KCA Annual Business Meeting	Mountainview B
		NCCA Annual Business Meeting	Mountainview C
		SCCA Annual Business Meeting	Mountainview D
		Afternoon on your own Ask about Dollywood Theme Park and Water Park Tickets!	
6:00	10:00	Presidents' Reception and Banquet <i>Formal Gala – Celebrating SCCFA 90th Anniversary</i> FEATURING: <i>The Big Throwback</i>	Tennessee Ballroom
WEDNESDAY, June 28			
9:00	10:30	SCCFA New Board Meeting	Mountainview B
11:00	3:00	TN Cemetery Buyers Group Meeting	Gardenview C/D/E



SCCFA / CAT / KCA / NCCA / SCCA 2023 Annual Convention and Exhibits

June 25-27, 2023 | The Park Vista Hotel, Gatlinburg, TN

JOINT CONVENTION: The Southern Cemetery, Cremation & Funeral Association is pleased to partner with the Cemetery Association of Tennessee, Kentucky Cemetery Association, North Carolina Cemetery Association and South Carolina Cemetery Association for our 2023 Convention and Exhibits. We are excited to have these five associations meeting under one roof. We are able to pool together the top presenters, top exhibitors and provide attendees with an educational, fun-filled event.



Helpful Planning Information

SPECIAL 90th ANNIVERSARY CELEBRATION: Join us as we celebrate 90 Years of Being Southern! The SCCFA (formerly SCA - Southern Cemetery Association) was formed in 1933, and after 90 years is still going strong. Come and join us for this special celebration with a display of historic equipment, vehicles and memorabilia from the last 90 years. Enjoy the fun on Sunday evening, as we celebrate the '90s during our Opening Reception with our Exhibitors. Our corn hole tournament will also be Sunday evening. Wait until you see the trophy for the winners! You won't want to miss the Granite Gala on Tuesday evening for our semi-formal, black-tie dinner banquet, with live music from The Big Throwback.

RELAXED SCHEDULE: Daily activities don't begin until 9 AM. So, enjoy your evenings, and ease into the day. After we begin each day with some of the top presenters in our profession, we will serve a delicious brunch and spend some quality time with our exhibitors. Afternoons are free for family fun, relaxing or golf! We'll wrap up around 2:00 each day.

GOLF TOURNAMENT: Join us for the 2023 Ed Phillips Memorial Golf Tournament at the Gatlinburg Golf Course, Sunday, June 25th beginning at 8:00. We will meet in the front lobby at 7:15.

PRESENTATIONS: Our agenda is set, with dynamic speakers from within our profession. Presentations will be during our general sessions on Monday, June 26th and Tuesday, June 27th. Check out our Schedule of Events beginning on page 14 for details about our presenters and topics.

EXHIBITORS: We have 54 exhibitors lined up, with some great door prizes to give away.

Exhibit Hours: Sunday, June 25th – During Opening Reception 5:00 – 7:00

Monday, June 26th – During/Following Brunch 10:45 – 12:15

Tuesday, June 27th – During/Following Brunch 10:30 – 12:00

ATTIRE: Opening reception – Rock your best 90's gear and attire, as we celebrate The Southern 90th anniversary. Attire for all meetings is business and/or resort casual. If you are cold natured, remember a light jacket or sweater. Those convention halls tend to be a bit chilly. You won't want to miss our dinner gala on Tuesday night. Attire for the gala is black tie / semi-formal; we recommend long dresses for the ladies, and jackets and ties for the men.

FAMILY FUN: Bring your family to this popular east Tennessee destination! The [Pigeon Forge](#) / [Gatlinburg](#) area is known for family fun. From water parks to the [Ripley's Aquarium](#) and [The Island in Pigeon Forge](#) to beautiful mountain views in the [Great Smoky Mountains](#), hiking and entertaining shows, the fun never stops.

We will be offering optional tickets at group rates for family fun at [Dollywood](#) and [Splash Country](#)! If you are interested, please email or call our office. The Park Vista boasted an indoor swimming pool and breathtaking mountain views.

Have additional questions? Contact Cindy Foree at 615-714-9605 or email TheSouthern.office@gmail.com.

The Park Vista a DoubleTree by Hilton
705 Cherokee Orchard Road
Gatlinburg, TN 37738
www.parkvista.com | [Visit us on Facebook](#)



Contract date: June 23---29,2023

ON-LINE BOOKING "SPECIAL RATE" CODE: SCC (Note: This is a new code from what was originally published!)

RATE: \$169.00

HILTON RESERVATIONS: 1-800-421-7275

CUT-OFF FOR RESERVATIONS: May 31,2023

Here is a direct link to making reservations:

[Available Rooms - The Park Vista - a DoubleTree by Hilton Hotel - Gatlinburg](#)

Or you can scan this QR code with your phone to make your reservations online. Use the Special Rate code: SCC to get the \$169 rate.





2023 SCCFA/CAT/KCA/NCCA/SCCA Annual Celebration of Remembrance

This year's Celebration of Remembrance will be held on Tuesday, June 27th at 1:00 PM at the Park Vista Hotel, Gatlinburg, TN. Each year we honor the memory of our members, loved ones of members, and employees of member firms who have passed away since our last convention. If you would like for us to honor someone this year, please complete this form and submit it to the address listed below by **May 1st, 2023**.

Deceased Name/Nickname: _____

Birth Date: _____ Date of Passing: _____

Company: _____

Location: _____

Title of Position Held: _____ Years in Profession: _____

Relationship to the SCCFA and/or GCA _____

Survivors: _____

Additional information about deceased that should be mentioned in the service:
(Use additional paper, if needed)

Your Name and Relationship to Decedent: _____

Will you be attending the Annual Convention & Memorial Service? Yes No

Phone Number of person filling out form: _____

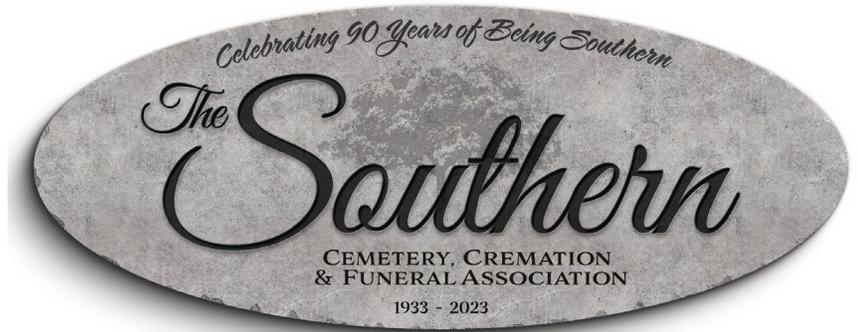
Email Address of person filling out form: _____

Address of person filling out form: _____

Please send a copy of the obituary, if available, and three or more photos that we can show during the ceremony. You can either email or mail them to the address below. Your mailed photos will be returned to you. If you have any questions, please call 770-490-6810.

Southern Cemetery, Cremation & Funeral Association
PO Box 508
Kingston Springs, TN 37082

2023 Convention & Exhibits
June 25-27
The Park Vista Hotel
Gatlinburg, TN



Southern Cemetery, Cremation & Funeral Association
Cemetery Association of Tennessee
Kentucky Cemetery Association
North Carolina Cemetery Association
South Carolina Cemetery Association

Register Today!

www.SCCFA.info

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- GOLF TOURNAMENT
- CORN HOLE TOURNAMENT
- 50 EXHIBITORS
- 5 ASSOCIATIONS TOGETHER UNDER ONE ROOF!
- TOP SPEAKERS IN THE PROFESSION
- RELAXED SCHEDULE / AFTERNOONS FREE
- FAMILY FUN AT THIS POPULAR EAST TENNESSEE DESTINATION

