



Las Vegas

How To Make The Most Of ICCFA 2018

Everything You Need To Know And More

ICCFA



The ICCFA 2018 Annual Convention & Exposition represents, for many, the start to the funeral industry's 2018 tradeshow season. This year's convention in Las Vegas is sure to be another remarkable event with plenty of opportunities to learn, network and see all of the latest innovations available to cremation, cemetery and funeral service professionals. At **FrontRunner Professional**, our team always looks forward to bringing an exceptional booth and the technology solutions to help you serve families better in 2018 and beyond.

Attending the ICCFA Annual Convention is something our team is always excited to be a part of. With this year's event being hosted in Las Vegas, it is sure to be a busy time for all attendees and exhibitors. To help get you prepared for this year's event, we've developed this helpful guide to showcase some of the must-see sessions to attend, FrontRunner-favorite places in Las Vegas you should to visit, tips for enjoying your trip and a sneak peek of what you'll find when you visit us at **booth 1033**.

2018

SESSIONS WE'RE ATTENDING

With over 40 sessions to attend, the agenda for this year's convention features speakers who will educate and inspire you to deliver first class experiences to the families in your community. No matter what sessions you plan to attend, you can expect to benefit from the industry expertise and knowledge each speaker will share. We know it's impossible to attend every session, but these are the ones that members of our team are looking forward to.

Wednesday April 18, 2018

Are You Standing In Your Own Way?

Michael J. Watkins

Today's consumers are drastically different than they were 20, 10 even 5 years ago. Join Michael J. Watkins as he breaks down a critical disconnect between beliefs and practices that many funeral and cemetery professionals are unaware they are experiencing. This session will focus around practical solutions to changing this mindset and teach you how to answer the questions most consumers are thinking but not asking.

The Funeral Industry: Consumer Preference Vs. Industry Standards

Walker S. Posie & Stephanie Dunn

In this session, business expert Stephanie Dunn and fourth-generation funeral director/owner Walter S. Posie will focus on solutions to help you better connect, communicate and serve the changing needs of today's consumer. The pair will offer strategies to secure capital for purchases or developments to your business and streamline business practices to help you succeed.

Thursday April 19, 2018

Lead From The Front

COL David Sutherland

In the first of three keynote presentations, join Colonel David Sutherland as he shares life lessons he learned during his 30-year tenure in the US Army. Colonel Sutherland will discuss how you can "lead from the front" and create a culture of excellence. This inspiring session will teach you to reject negativity and instead focus on the pillars of character, knowledge and motivation.

Socialnomics: Winning Customers' Hearts, Minds & Wallets in a Wi-Fi World

Erik Qualman

In the second keynote presentation, renowned author and motivational speaker Erik Qualman will discuss how digital communication has changed word-of-mouth and how we learn about products and services. This session will teach you how to use mobile and social media to develop relationships, earn loyalty and drive long-term success.

SESSIONS WE'RE ATTENDING

Friday April 20, 2018

Music: An Important Bridge Between Ritual, Healing And Remembrance

Dianne Gray

For hundreds of years, music has been an important part of our culture and a powerful tool to evoke emotion. During this session, Dianne Gray will discuss why music is an important part of a person's healing ritual and the neuroscience behind it. Learn how songs can be a powerful tool to use throughout someone's journey of grief and healing.

A Closer Look At Prep Room Safety

Lance Ray

No matter what your role at the funeral home is, it is important to understand prep room safety and best practices. Join Pierce Chemical COO, Lance Ray as he shares recent studies on prep room safety, formaldehyde exposure and more. As a FrontRunner partner, we can personally speak to Lance's expertise on the subject. This fun and interactive session is sure to be a great learning experience or refresher that every funeral professional can benefit from.

Saturday April 21, 2018

What Can You Do For Me? – Taking Funeral Service To The Next Level

Jason Troyer

Plain and simple, today's families expect more from funeral professionals. Only providing a location for the service and funeral products or services is not enough. In this informative session, Dr. Jason Troyer will present strategies to exceed your families' expectations and promote compassionate customer service throughout your entire staff.

When All That's Left Are Words

Stephanie Longmuir

With the Baby Boomer generation starting to think about their end of life planning, the industry is seeing a transition away from traditional services to more personalized ones. Funeral celebrant, Stephanie Longmuir will discuss how the role of a funeral director is now evolving into a hybrid role of funeral director and event planner. She will focus on the importance of words, stories and memories when celebrating a life.

SPECIAL EVENTS

April

19

First Timers Reception – Thursday April 19th 5:00 – 6:00 PM

While it's not our first time, we do remember when it was. What better way to kick off your first trip to the ICCFA Annual Convention than by attending the first timers' reception. This special event is dedicated to welcoming first-time attendees to the convention. Network with industry colleagues and meet ICCFA leadership and convention volunteers. Admission to this event is included with every full registration.

April

20

International Reception – Friday April 20th 6:30 – 8:30 PM

If you like us and travelling from another country to attend the convention, make sure to drop in at the International Reception. This special event brings together all of the convention's international attendees to network, mingle and get a taste of what Vegas has to offer. This event will feature music, heavy hors d'oeuvres and an open bar serving wine and beer.

April

21

State Association Leadership Luncheon – Saturday April 21st 1:00 – 2:30 PM

This round table luncheon offers an opportunity for elected leaders, staff and "rising stars" from state and regional associations to gather together. Attendees will be able to share a roundtable lunch and discuss the issues affecting their members and use this brain trust to discuss possible solutions and improve their associations' value to members.

April

21

Closing Dinner – Saturday April 21th 8:00-11:00 PM

As the final event of the convention, the closing dinner is a night filled with food, entertainment and celebration. This year's dinner will be a night of 1920's Las Vegas glamour. Not only will guests watch as Christine Toson Hentges becomes the new ICCFA President; you will also have the pleasure of celebrating Paul Elvig as he is inducted into the prestigious ICCFA Hall of Fame. Tickets for this event are included with all full attendee and spouse/guest registrations.

FOOD, SHOWS & ATTRACTIONS

With world renowned restaurants, shows for all ages and of course luxury casinos, Las Vegas has something for everyone. If you're looking to take in some of the culture Las Vegas has to offer, make sure to visit our recommended restaurants and attractions during your stay. Each of these are some of our team's favorite places to visit. They are conveniently located on the strip and just a short drive (or walk) from the Mandalay Bay.

Gordon Ramsay Steak

Located in the Paris Hotel & Casino, Gordon Ramsey Steak is always a FrontRunner favorite to visit. The restaurant features some of the celebrity chef's signature dishes and the high standard of quality and service Ramsey is known for.

St Mark's Square

A trip to St Mark's Square at the Venetian feels like you are visiting Italy. With patio restaurants, gondolas and clouds on the ceiling that move, this small-scale reproduction of Venice is a first-class experience.

Fleur By Hubert Keller

Conveniently located inside the Mandalay Bay, Fleur By Hubert Keller offers tastes from around the world. Inspired by the master chef's global travels, the menu features intense flavors and exotic presentations in this fun and social environment.



High Roller Observation Wheel

Soaring more than 500 feet above the ground, the High Roller Observation Wheel offers stunning views of Las Vegas and the strip. The 30 minute ride offers a memorable experience for people of all ages. Want to have even more fun? Ride in one of the Happy Half Hour cabins and enjoy an open bar during your ride.

Ká By Cirque Du Soleil

Ká is a show our team always looks forward to seeing when we're in town. Held at the MGM Grand, this Cirque du Soleil show features jaw-dropping acrobatic stunts that always entertains. This production has been seen by more than 1 million people since opening in 2004. If you can only see one show during your stay, this is it.

Chateau Nightclub

For an unparalleled nightlife experience, make sure to visit Chateau Nightclub in Paris Las Vegas. This two story nightclub is located beneath the iconic Eiffel Tower replica. For great views of the Fountains of Bellagio and panoramic views of the strip, you can't go wrong spending your night at this rooftop bar.

VEGAS PRO TIPS

If you've never been to Las Vegas, your first experience is sure to be amazing! Over the years, our team has spent lots of time here working, playing and enjoying everything this city has to offer. During past trips, we've got the lay of the land and made note of important tips that everyone should know whether it's your first trip or your twentieth.

Take The Monorail



If you plan on exploring the strip and hopping between resorts, make sure to take advantage of the monorail. This seven-stop loop stretches from the SLS to the MGM Grand. A single ride will cost you \$5 but for \$8 you can buy a one-day pass.

Friday Is One Of The Best Times To Get Tickets To Shows



With most conventions and corporate events happening during the week, tickets to shows can be hard to find. Friday night is actually one of the best nights to buy tickets to entertainment and shows. The weekend warriors have just arrived and will most likely stick to the casinos on their first night in town. For big savings, look for the **Tix4Tonight** booths on the strip for discount show tickets.

Skip The Line With Mobile Check-in



Skip the line with Mandalay Bay's easy-to-use mobile check in option. 24 hours before you arrive, you'll receive an email with a link to complete the check in process. Do it before you arrive to save yourself some time and start enjoying the resort as soon as you arrive. When your room is ready, you'll be emailed a QR Code. Head to the mobile check-in desk and pick up your keys right away.
***Photo ID and credit card required.**

THE FRONTRUNNER BOOTH

Last but not least...In a FrontRunner world, everything is connected. Our team has spent the last year developing some of the most innovative technology solutions to help funeral, cremation, cemetery and pet loss professionals grow their business and better serve families. We're bringing demo stations, promos and so much more to our booth this year and we can't wait to see you there. Here's a quick look at what you can expect when you visit **Booth 1033**.

One Partner, One Solution

At FrontRunner, our first priority is to help our clients better serve the families in their communities. How we accomplish that is through the power of one. One Partner. One Strategy. One Solution. Rather than relying on six different pieces of software from multiple providers to run your firm, FrontRunner offers an integrated solution and comprehensive suite of software to meet all of your firm's needs.

With cremation and pet loss services on the rise, FrontRunner offers several different ancillary market drivers to help your firm offer new services and connect with your community like never before. Our easy to use software seamlessly integrates together and makes it possible to run multiple businesses out of your firm through one integrated solution. Throughout our booth you'll have the opportunity to meet with our team, demo each of the software solutions we offer and see firsthand how powerful our systems are when they work together.

Something Big Is Coming...

We can't give away anything yet, but make sure to drop by our booth as we unveil something no other technology partner can offer. Our latest integration with one of the death care industry's most innovative technology company is sure to be something everyone will be talking about. If you want to learn more, make sure to stop by **Booth 1033**.



Visit us at booth 1033 and save!



We Can't Wait To See You!

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