

DC #DEATHCON

POWERED BY WSFDA-WCCFA

August 17 – 20, 2021

Icicle Village Resort – 505 Highway 2, Leavenworth, WA 98826

Monday, August 16th

- 2:00 pm – 4:00pm **WSFDA Board Meeting – Boardroom**
- 5:00pm – 10:00pm **WSFDA Board/Past President’s Dinner**
Visconti’s Italian Restaurant – 636 Front St. #1323, Leavenworth

Tuesday, August 17th

- 8:00am – 8:00pm **Exhibitor Set Up** – Enchantments Ballroom (First Come First Served)
- 8:00am – 3:00pm **Day Hike** with Quiring President/General Manager, Jon Reece
- 10:00am – 3:00pm **Golf Tournament** at Leavenworth Golf Club- 9101 Icicle Rd.
- 2:00pm – 4:00pm **WCCFA Board Meeting-** Boardroom
- 6:00pm – 10:00pm **Supplier’s Social Welcome Back Reception** – The Plaza

Wednesday, August 18th

- 7:00am – 8:00am **Breakfast & Visit the Exhibitors** – Enchantments Ballroom
Breakfast in the JJ Hills Restaurant for all hotel guests
- 7:30am – 8:30am **Registration & Welcome** – Tumwater Ballroom
Presented by Sandra Walker, WCCFA President & Jessica Wakefield, WSFDA President
- 8:30am – 10:00am **“Defusing Conflict in the Arrangement Room”** – Tumwater Ballroom
Presented by Dr. Jason Troyer; grief expert, author, former psychology professor and therapist.

Increasingly, families fight among themselves and clash with funeral directors regarding service options, the cost of services and products, and many other topics. In this presentation, Dr. Troyer discusses specific examples of conflict, examines the psychological roots of specific behaviors, and proposes tactics for defusing and resolving the conflict. The strategies are drawn from clinical psychology and family therapy, where therapists must quickly decipher challenging family dynamics and work toward positive outcomes. You'll leave with practical strategies you can use immediately to defuse conflict in the arrangement conference.
- 10:00am – 10:30am **Break & Visit the Exhibitors** – Enchantments Ballroom

- 10:30am – 11:00am **State Board Report** – Tumwater Ballroom
Presented by DOL, Pam Griese.
- 11:00am – 12:00pm **The Answer is in the Numbers** - Tumwater Ballroom
Presented by Barbara Kemmis of CANA
- This presentation reviews the 2020 CANA cremation statistics, with emphasis on current trends and market fluctuations. Using straightforward exercises, this interactive session will identify strategies to remain profitable in today's market.
- Learning Objectives:**
- Learn national and state statistical trends
 - Identify strategies to remain profitable in today's market.
 - Identify how current market trends will impact businesses.
- 12:00pm – 1:30pm **Lunch & Visit the Exhibitors** – Enchantments Ballroom
Lunch in the JJ Hills Restaurant
- 1:30pm – 3:30pm **Visit the Exhibitors** (End of Sessions-Evening on your own) **OR:**
- 2:00pm – 4:00pm **Tube Floating** with Leavenworth Outdoor Center
Enjoy a lazy gentle river tube float around the golf course and along downtown Leavenworth. Great fun for all ages. Each person receives their own tube. Frisbee paddles and life vests are included. Leavenworth Outdoor Center also offers cooler & dog tubes for rent separately.

Thursday, August 19th

- 8:00am – 9:00am **Breakfast & Visit the Exhibitors** – Enchantments Ballroom
Breakfast in the JJ Hills Restaurant for all hotel guests.
- 9:00am – 9:15am **Welcome** – Tumwater Ballroom
Sandra Walker WCCFA President & Jessica Wakefield WSFDA President
- 9:15am – 10:45am **“How to Get More Calls in 2020”** - Tumwater Ballroom
Presented by: Welton Hong
- The landscape continues to shift and evolve in the deathcare industry. Consolidations are increasing, competition grows steeper, and cremation continues to be more popular. For the independent funeral homeowner, you'll need to step up your game if you wish to survive, let alone thrive. In this talk, Welton Hong explains how you can make digital marketing work for you to generate more calls. Marketing your firm on the Internet does not have to remain an enigma. There is a way to do it without throwing money away. How can you dominate your local market with online search? Why are five-star online reviews important and how can you generate more of them? How do you attract more preneed business? Welton will cover all these questions and more.
- 10:45am – 11:00am **Break & Visit the Exhibitors** – Enchantments Ballroom

11:00am – 12:00pm	Family Feud: WSFDA’s Family vs WCCFA’s Family - Tumwater Ballroom Registrants will be asked to provide survey answers for use during the game!
12:00pm – 12:30pm	WCCFA & WSFDA Membership Meetings – Tumwater Ballroom Board Updates, Election of Officers, etc.
12:30pm – 1:30pm	Lunch & Visit the Vendors – Enchantments Ballroom Lunch in the JJ Hills Restaurant
1:30pm – 5:00pm	Visit the Vendors & On your Own.
3:00pm – 5:00pm	Exhibitor tear down.
5:00pm – 5:30pm	Happy Hour – Enchantment Ballroom Join your fellow attendees for networking and drinks!
5:30pm – 6:30pm	Dinner – Enchantment Ballroom Family friendly dinner!
5:30pm - 7:00pm	Entertainment with Comedian, David Crow - Enchantment Ballroom Get ready to laugh with David!
7:00pm – 11:00pm	Awards & Closing Party – Enchantment Ballroom Funeral Home, Cemetery and Funeral Professional of the Year Awards! Get ready to PARTY!

Thank you to our Premier Sponsors!

