



DEADTalks

FOCUS ON **SUCCESS**



JANUARY 15-17, 2020

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WEDNESDAY FIRESIDE CHAT WITH GARY O'SULLIVAN, CCFE AND WELCOME RECEPTION

BREAKFAST AND COFFEE BREAKS

THURSDAY LUNCHEON

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Just before the DEAD Talks Sales Conference January 13-15, 2020 at Luxor Las Vegas

Limited to 30 attendees so register now at iccfasales.com



WEDNESDAY, JANUARY 15

2:00–3:00 PM

Sales & Marketing Committee Meeting

3:00–7:00 PM

Registration Open

4:00–5:15 PM

Fireside Chat with Gary O’Sullivan, CCFE

Gary O’Sullivan, CCFE, The Gary O’Sullivan Company

We are kicking-off DEAD Talks with the ever-popular Fireside Chat with Gary O’Sullivan. Through his personal experience, straight talk, and vast sales knowledge, Gary O’Sullivan mentors, encourages and motivates his audience to be the best in the profession, laying the groundwork for a transformative event that will help you learn to improve conversions, acquire customers, and increase revenue. Gary’s Fireside Chat never disappoints, just ask anyone who has had the privilege to attend one of these standing-room only events!

Gary O’Sullivan, CCFE, is president of the Gary O’Sullivan Company, a consulting firm specializing in the cemetery and funeral profession. Gary is also a nationally recognized speaker, trainer, and author. From entering sales at the age of eighteen and selling door-to-door for family-owned businesses to a senior vice president for a publicly traded company, Gary has experienced mostly every aspect of the business environment.

5:30–7:00 PM

Welcome Reception



THURSDAY, JANUARY 16

7:00 AM–5:00 PM

Registration

7:15–8:15 AM

Welcome Coffee

8:00–9:00 AM

Keynote: Rapid Growth, the Lazy Way

Matthew Pollard, The Rapid Growth® Guy

Do your members or channel partners feel they are on an endless hamster wheel just trying to keep their business going? They provide an amazing product or service but despite all their efforts and good intentions, their day-to-day is a constant struggle to find interested people, set themselves apart, and make the sale - all while competing against established industry players and dealing with customers who seem to care about only one thing...PRICE. In this game-changing keynote, participants will walk away with a complete understanding of where they have been going wrong, and they'll know the three instantly-implementable strategies to turn it all around.

Matthew Pollard is an internationally-recognized consultant, speaker, blogger, author, mentor, coach, and serial entrepreneur with five multi-million-dollar business success stories under his belt, all before the age of 30. He is the founder and CEO of Rapid Growth®, LLC, dedicated to achieving maximum ROI for businesses of all sizes. Though his client list includes multiple Fortune 500 companies, his real passion is helping small business owners end the overwhelm, eliminate the stress and guesswork, and get on a clear path to Rapid Growth®, LLC. Called "the real deal" by Forbes, his methods have transformed over 3,500 businesses to date.

8:00 AM-12:15 PM

Refreshments Available

9:00-9:30 AM

Welcome/Intro

PROSPECTING

9:30-9:50 AM

● HOW TO LEVERAGE YOUR DIGITAL BRAND TO ATTRACT QUICK-CONVERTING LEADS

Luke Frieberg, eFuneral Solutions, LLC

As a profession, we are becoming more strategic, customer-centric and responsive to changing consumer preferences in physical spaces. This is an unfortunate result of a demanding workload, especially when you consider how much of an impact an optimized digital presence can have on your lead generation efforts. Luke Frieberg will cover ways to generate new and more valuable web traffic through digital advertising, social media, website optimization and online reviews. He'll share simple and actionable ways to enhance your firm's digital presence, secure and qualify better leads and close more sales. His approach results from more than two years of research and hands-on work helping funeral professionals throughout the country grow market share through optimized online sales.

Luke Frieberg is the president of eFuneral Solutions, LLC, a breakout digital solutions company that helps funeral homes maximize market share through optimized online sales. Prior to joining eFuneral, Luke spent almost a decade in various roles with Principal Financial Group, a Fortune 500 insurance and financial services company. He is a graduate of Drake University where he earned his bachelor's and MBA.

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9:50-10:10 AM

● **MASTER YOUR NUMBERS**

Ed Bush, Security National Life

Being successful in the world of pre-need funeral sales is more than just closing sales. In this DEAD Talk, Ed Bush will walk you through the process of learning the importance of mastering your numbers when it comes to being successful in selling. Closing a sale is only one aspect of this process. “Master Your Numbers” is a session designed to identify the most important numbers sales professionals must understand and learn to track for their greatest success.

Ed Bush has been working in the pre-need funeral business for nearly a decade, beginning his career as a 100% commissioned funeral sales agent with SCI in San Diego, CA where he sold over \$65,000 in pre-need funerals in his first month. In 2015, he joined Security National Life as a regional manager and now is responsible for building the market share in CA, AZ, NV, and Southern UT, growing sales from \$2.8 million in 2015 to exceeding \$5 million in 2019. He has specialized in building up sales professionals who excel in grassroots, outside sales activities with an emphasis on teaching them the importance of truly mastering their personal numbers.

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10:10-10:30 AM

● **LOOK FORWARD - THE SPIRIT OF PROSPECTING**

George Granberry III, Inglewood Park Cemetery

In this session, George Granberry III will discuss the definition of prospecting, what it looks like in every day practice and the steps involved to make it happen. George will also talk about relationship building with a grieving family and how to leverage those relationships for pre-need business (lead creation and management).

George Granberry III spent much of his early career in the banking industry. Since then, George has worked through the ranks at Inglewood Park Cemetery in Southern California. He served the community first as a family service counselor which provided him with the foundation to move to the Centinela Consulting Group, a firm that provides day-to-day operations for Roosevelt Memorial Park located in Gardena, CA. George's responsibilities include managing the operations of a large combo location, generating pre-need sales, serving at-need families, and creating and sustaining new business endeavors. George oversees a sizeable staff while enjoying a +200% pre-need growth rate in 2019.

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10:30–10:55 AM

Q&A Session

Poul Lemasters, Esq., ICCFA, Lemasters Consulting

PRESENTING

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11:00–11:20 AM

● **EDUCATOR OR ORDER TAKER?**

Jamie Sarche, Feldman Mortuary, Inc.

Most of us think the best way to make a sale is to build a relationship with the client. However, in a society that discourages any discussion about death, funerals and memorial services, most clients don't know a lot about what we do. In this talk, you will learn to challenge your clients and ask questions to make sure they are really getting what is right for them.

As a seasoned speaker, Jamie Sarche brings deep experience in deathcare to a broad range of audiences around the country, sharing insights and approaches on how to have those difficult conversations and how to address sensitive issues. Extending well beyond death and dying, her message resonates across industries and individuals, bridging her passion to demystify death while enlightening communicators on overcoming challenging conversations.

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11:20–11:40 AM

● **PRESENTING CREMATION MADE E-A-S-Y**

John Bolton, CCE, CCrE, CSE, Blackstone Cemetery Development

Our industry and how we serve families is vastly different than it was ten years ago. As cremation continues to dominate our businesses, we must adapt along with it to better serve our families. In this DEAD Talk, John Bolton will share with you how to meet the memorialization needs of today's cremation consumer and how to grow beyond our traditional approach to presenting memorialization to those who choose cremation by taking the EASY approach.

John Bolton, CCE, CCrE, CSE, is currently the president of Blackstone Cemetery Development, which specializes in the planning, development, construction and marketing



of cremation garden areas and digital mapping. With over 15 years of cemetery development experience and 28 years in the deathcare business, John has designed and/or implemented over 100 cremation development projects across the U.S. During his 28-year career, he has served in almost every facet of the industry. He holds a Master of Education degree and a Bachelor of Science degree from East Tennessee State University. John has served our industry as an ICCFA board member and as chairman of the ICCFA Sales and Marketing Committee. He is also a past president for the Cemetery Association of Tennessee.

11:40 AM-12:00 PM

● **SO, I CHOSE CREMATION, NOW WHAT?**

Shannon Martin, Olinger Crown Hill Mortuary & Cemetery

In this DEAD Talk, Shannon Martin will walk through the five decisions that need to be considered when someone selects cremation. It takes professional courage to strategically guide a family through those decisions. The outcome is an empowered client making meaningful selections.

Shannon Martin serves Olinger Crown Hill Mortuary & Cemetery, a 900-call firm, as funeral home manager. Over her 23-year career in funeral service, she developed a passion for serving the cremation client. She also develops internal training and presents on this topic throughout locations in the Denver Market.

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12:00–12:25 PM

Q&A Session

Poul Lemasters, Esq., ICCFA, Lemasters Consulting
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12:30–2:00 PM

Lunch

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12:45–1:45 PM

Supplier Luncheon Keynote Session: Build Your Story Playbook

Matthew Pollard, The Rapid Growth® Guy

Matthew Pollard will present the science of storytelling as documented by Harvard and Stanford researchers and explain why story is fundamental to a winning sales process. In this session, attendees will hear about real-life clients: some painfully introverted, some needing to get hyped up on coffee to make the day bearable, some with sales in their DNA and thinking they were already doing everything right. All of them not only lowered their stress around selling and learned to love the process, but also increased closure rates as much as 400-1000%. It all takes a simple, proven process that Matthew has perfected over the last decade.

OBJECTIONS

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2:00–2:20 PM

● **DUST IN THE WIND: FIVE KEY QUESTIONS EVERY SCATTERING FAMILY NEEDS TO ANSWER**

Stacie Schubert, SCI Colorado Funeral Services, Inc.

How many times have we heard, “We’re just going to scatter Dad,” when talking with a cremation family about the cemetery? In reality, the number of families who actually do scatter is incredibly low and when they do, that experience rarely measures up to their expectation. Rather than trying to persuade a family not to scatter, let’s focus our energy on education. If scattering is their choice, let’s ensure it’s the best choice possible. In this session, you will learn five key questions every scattering family should answer and how, through these questions, we can build value for permanent placement in our cemeteries.

Stacie Schubert began her career in the industry in 2000 with SCI Team as the director of community care for the

Colorado market providing educational, emotional and social support to the families before, during and after a loss. With the number of families selecting cremation on the rise and their changing needs, in 2014 she began training front line associates on the cremation consumer, the value of permanent placement and quality of sale. Stacie received her BA in Social Work from Augustana University and her Master's of Divinity degree from the Lutheran School of Theology.

2:20–2:40 PM

● **CLOSING AND OBJECTIONS**

Kevin Krizak, Park Lawn Corporation

In this session, Kevin Krizak will speak about what an objection is, how to close the sale, and when the average buyer buys. Because buyers need to understand both logical and emotional reasons to buy, you will learn how to answer objections that will move the client logically and emotionally to a buying decision.

Kevin Krizak is the eastern regional VP of sales for Park Lawn Corporation. With over 38 years of building successful sales teams across the country, he has the track record and experience in this industry to share.

2:40–3:00 PM

● **LESS OBJECTIONS? BETTER QUESTIONS!**

West Foulger, Envision Strategic Partners

You may have heard the saying, “Selling isn’t telling, it is asking questions.” Or maybe, “You have two ears and one mouth, use them accordingly.” For an effective sales presentation, you must ask questions - but not just any question. Your goal is to draw out what is most important to your clients when pre-arranging. By asking the right questions, you will effectively get your clients to share their deepest thoughts and concerns. When your clients open up to you, trust is established and relationships are created. In this session, you will learn how to stop giving a “sales pitch” and the importance of a two-way conversation.

West Foulger has been a leader in the deathcare industry for more than two decades focusing primarily on pre-need funeral and cemetery sales and marketing. His experience includes working with large corporations including SCI, Stewart Enterprises, and Security National Life Insurance Company. From 2010 to 2015 he held the position as area sales & marketing director for Larkin Mortuaries &

Cemeteries, a multiple location 1,200 case family owned firm. His extensive time working with corporate and family owned firms gives him a knowledge of the inner workings of all aspects of the deathcare industry. In January of 2016, he co-founded Envision Strategic Partners. Envision's team has grown to more than 30 funeral home clients and 50 pre-need sales counselors in 10 states.

2:45–5:00 PM

Refreshments Available

3:00–3:25 PM

Q&A Session

Poul Lemasters, Esq., ICCFA, Lemasters Consulting

CLOSING

3:30–3:50 PM

● CLOSING: OR IS IT REALLY OPENING?

James Zwack, The Davey Tree Expert Company

The term “closing” suggests the work of a salesperson has concluded. The process is over. Someone bought something! A quick internet review of a sales process will reveal a multitude of closing techniques, each designed to invoke a purchase from different kinds of buyers.

James Zwack suggests you throw most of those away. It is important for sales conversations to reach a decision, but few people want to “be sold something.” Effective salespeople are capable listeners who match the needs of the client with the product/service options they have available. They reach a logical conclusion that creates trust, connectivity, and the opening of a relationship.

James Zwack is the vice president and general manager of The Davey Institute. He holds an MS in Tree Physiology and has been working in the green industry for 20 years. James spent the first 11 years of his career in a national sales role, selling products to green industry-leading companies through a consultative and educational approach. Today, he oversees The Davey Institute which is the research, environmental programs, training, and educational arm of The Davey Tree Expert Company. James also sits on Davey's national business development team, where he guides Institute staff to provide client service and support Davey's teams of salespeople.

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3:50-4:10 PM

● **CLOSING: IT'S A PROCESS, NOT AN EVENT**

Erin Creger, Envision Strategic Partners

How many times have you heard a family say, “We need to think about it”? That is often followed by weeks, months and years of calling those families back and asking the question, “Are you ready now?” Many pre-need sales counselors see “closing” as something you do at the end of your presentation. In this DEAD Talk, you will learn how to “close” throughout the entire presentation process. You will learn about asking for small commitments throughout the presentation and the important skill of “assumptive selling” by using high urgency words. When you follow this system, you are professionally leading the family to a buying decision. However, when it does come time to ask for the money you must follow a script and do it the same way every single time. Erin Creger’s method of following and teaching this proven sales process has helped dozens of pre-need counselors close more sales on the first appointment. Even more important is that the families who buy do not feel pressured and are extremely satisfied in their decision to plan and fund their final arrangements.

Erin Creger has worked in the funeral industry as a pre-need sales counselor and manager for more than six years. Her many years of direct selling led her to the most rewarding sales career she has ever experienced. Erin has a true passion for helping families prearrange their final expenses. She began her career working as a pre-need sales counselor for Larkin Mortuary in Salt Lake City, UT. She found quick success and earned the Homesteaders Life ‘Rookie of the Year Award’ in her first year. She quickly found that she can serve even more families by recruiting, training and motivating a successful sales team. Erin has recently accepted the position of national sales director for Envision Strategic Partners, a pre-need sales and marketing company based in Salt Lake City, UT.

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4:10-4:30 PM

● **BAD CLOSING HABITS ARE KILLING YOU**

Mitch Bennett, Indiana Memorial Group

During this enthusiastic presentation you will learn that closing is a process. Your goal is to help the customer relax and allow themselves to be educated. Along the way, you will learn to step through several decision making moments and arrive at the close.



Mitch Bennett has been the regional manager for Indiana Memorial Group since 2010. He brings over 30 years of experience and success in the industry and is an expert in utilizing The System to achieve success.

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4:30–5:00 PM

Q&A Session

Poul Lemasters, Esq., ICCFA, Lemasters Consulting

FRIDAY, JANUARY 17

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7:30 AM–12:30 PM

Registration

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7:30–8:45 AM

Coffee & Breakfast

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8:30–8:50 AM

Welcome Back

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8:30 AM–12:30 PM

Refreshments Available

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9:00–10:00 AM

Keynote: The Science of Selling

David Hoffeld, Hoffeld Group

Widely considered the #1 authority on selling with science, David Hoffeld will share actionable insights on how you can better serve your potential clients by aligning how you sell with how their brains are wired to perceive value and form confident buying decisions. In this impactful keynote, he will share groundbreaking sales approaches based on neuroscience and behavioral science that are proven to predictably boost your sales results.

David Hoffeld is the author of the best-selling book The Science of Selling and the CEO and chief sales trainer at Hoffeld Group. He has pioneered a revolutionary sales approach based on research in neuroscience, social psychology and behavioral economics that has been proven to radically increase sales. Because of the results his insights generate, David has lectured at Harvard Business School and has been featured in Fortune, U.S. News and World Report, The Wall Street Journal, Fast Company, Harvard Business Review, Investor's Business Daily, INC, and Forbes. He has also been featured on CBS Radio and Fox News.

AFTERCARE

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10:00–10:20 AM

● RESUSCITATE YOUR AFTERCARE - EXPERIENCE THE DIFFERENCE

Linda Jankowski, CCE, webCemeteries.com

There is a big difference between at-need and pre-need. Can you tell them apart? Sadly, most cemeteries and funeral homes genuinely desire to have an effective aftercare program but some fail to execute, more fail to follow through and most just quit. In the end, our at-need families receive no additional service experience at all. Linda Jankowski will show you why this is, what you can do about it, and the steps to take to deliver a truly unique aftercare EXPERIENCE for every family, every time.

Linda Jankowski, CCE, is the director of business development for webCemeteries.com, joining webCemeteries.com in 2018. Linda has a technology background but was drawn to the cemetery profession in the early 2000s. She has functioned as the owner and principal consultant of Jankowski Consulting Group focusing on performance management in cemeteries and funeral homes across the U.S., regional director for Midwest Memorial Group overseeing 29 cemeteries in the

Detroit, MI market, and marketing and sales director for Mt. Elliott Cemetery Group overseeing 5 cemeteries in the same market. She is a member of the ICCFA Sales & Marketing Committee and served as program co-chair of the Wide World of Sales in 2010. Today, she enjoys blending her technology background and cemetery experience to provide a bit of real world understanding to software sales.

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10:20-10:40 AM

● **WHY 85% OF YOUR AFTERCARE FAMILIES CAN'T LEAVE REVIEWS**

Jon Lefrandt, The Domani Group

Studies show that funeral homes can only communicate with about 15.75% of their aftercare families through a traditional communication method (email - 15.75% open rate, direct mail - 9% return rate, phone calls - 13% answer rate). Online review generation requires funeral homes to maintain some form of communication with their aftercare families. If you can only speak to 15.75% of aftercare families, more than 84% of your customers will never have a chance to leave a review. Jon Lefrandt will explain how text messaging can open the aftercare conversation with families and has allowed them to generate thousands of five-star reviews for their funeral home partners.

Jon Lefrandt began his career in the funeral industry in 2011 after experiencing the passing of his father. The emotional stress of planning the funeral helped Jon understand the need for individualized pre-planning and aftercare services. He co-founded The Domani Group and Domanicare after years of managing the largest appointment setting call center in the industry. His team produced over \$400 million in pre-need sales from appointments set during his tenure as manager. Jon was a featured speaker at the Addo 2019 Conference where he spoke about the revolutionary online grief platform he created for the Domanicare aftercare services.

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10:40-11:00 AM

● **STAYING CONNECTED: THE ART OF SELLING GENUINE CARE**

Tim Fullerton, Johnson Consulting Group

The ability to make meaningful connections with families by being genuinely present will lead to more opportunities for care after the service. Developing a personal communication style that is not simply focused on the services rendered

and products sold for the funeral and/or committal itself is imperative. This talk will address the need to give customers an experience that cultivates meaningful customer loyalty and naturally occurring referrals.

Tim Fullerton has been serving families in the cemetery, funeral and final expense industry for many years. He has met with over 1,000 families during the tragic time of a loved one's passing and has been presenting educational content about the funeral and cemetery process to groups of people, for several years. Tim has also been a professional singer and actor in the theater for over 20 years. He combines his love of art and service as a business consultant with Johnson Consulting Group.

11:00–11:25 AM

Q&A Session

Poul Lemasters, Esq., ICCFA, Lemasters Consulting

WRAP-UP

11:30 AM–12:00 PM

● THE POWER OF BELIEVING

Mike Watkins, CFSP, Park Lawn Corporation

Your overall success in our profession requires an unwavering belief in the value of what you sell. Your ability to adequately convey this value is directly related to your understanding the healing power of funeral & cemetery products and services. Join Mike Watkins as he explores this phenomenon and motivates you to take your game to the next level by putting all of your valuable DEAD Talks lessons into practice.

Mike Watkins, CFSP, serves as vice president of operations at Park Lawn Corporation and has been involved in various capacities in both public and private funeral and cemetery organizations during his 36+ years in the profession. Mike has been a frequent presenter at various state, national, and international meetings on topics of interest to the funeral service profession, such as customer service, crematory operations, and arrangement and communications skills.



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12:00–12:30 PM

● ARE YOUR BATTERIES CHARGED?

Andrés Aguilar, Los Parques

We all start the year with resolutions, enthusiasm and determination, but once we are immersed in our daily routines it all starts to fade away. Andrés Aguilar will share valuable tips on how to stick to your goals throughout the year, demonstrate the importance of good habits, and give insight on how to keep your batteries charged.

Andrés Aguilar is president of Los Parques in Guatemala City, a second-generation family business that provides funeral, cemetery and cremation services. Los Parques conducts more than 1,800 funeral services and 1,000 burials annually. In his current role, Andrés leads a staff of more than 300 sales and family services people, selling more than 5,000 pre-need contracts each year. Andrés has been involved in his family business for more than 10 years gaining experience in marketing, sales and technology. He holds a Bachelor of Science in marketing from Arizona State University and an MBA from Thunderbird School of Global Management.

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12:30 PM

Closing

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107 Carpenter Drive
Suite 100
Sterling, VA 20164-4468