



# CemeteryCon

A CEMETERY OPERATIONS AND MAINTENANCE CONFERENCE

September 18, 2024

Auburndale Memorial Park  
1889 West Derby Avenue  
Auburndale, Florida

# Agenda



## CemeteryCon

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|                         |  |
|-------------------------|--|
| 8:00 a.m. – 8:30 a.m.   | <b>Breakfast and Registration</b>  |
| 8:30 a.m.               | <b>Welcome</b><br>Christine Elrod & John Abbott  |
| 8:30 a.m. – 9:15 a.m.   | <b>Interment Verification</b><br>John Abbott, Area General Manager, Dignity Memorial   |
| 9:15 a.m. – 9:35 a.m.   | <b>BREAK</b> (20 Minutes)  |
| 9:35 a.m. – 10:20 a.m.  | <b>Safe Graveside Set Up</b><br>Craig Roberts and Greg Roberts, Owners Roberts Vault   |
| 10:20 a.m. – 10:45 a.m. | <b>BREAK</b> (20 Minutes)  |
| 10:45 a.m. – 11:45 p.m. | <b>Cemetery Risk Management</b><br>Mark Betten, M.E. Wilson<br>Tony Elrod, Southern Consultants  |
| 11:45 p.m. – 12:30 p.m. | <b>LUNCH</b> (45 Minutes)  |
| 12:30 p.m. – 1:30 p.m.  | <b>Best Practices in Cemetery Management</b><br>Mike Ondina, President/GM, Evergreen Cemetery Funeral Home and Crematory<br>Tina Williams, Osceola Memory Gardens                            |
| 1:30 p.m. – 1:50 p.m.   | <b>BREAK</b> (20 Minutes)  |
| 1:50 p.m. – 2:50 p.m.   | <b>Being Better Prepared for Your Next Inspection</b><br>Thurman Lowe, Financial Administrator, Division of Funeral Cemetery and Consumer Services   |
| 2:50 – 3:00             | <b>BREAK</b> (10 Minutes)  |
| 3:00 – 4:00             | <b>Planning Successful Events in The Cemetery</b><br>Mike Ondina, President/GM, Evergreen Cemetery Funeral Home and Crematory<br>Keenan Knopke, President & CEO, Curlew Hills Memory Gardens |
| 4:00 – 4:30             | <b>Roundtable Discussion and Wrap Up</b>   |

# Session Descriptions

## Interment Verification

*Presenter: John Abbott, Area General Manager, Dignity Memorial*

The old adage “measure twice, cut once” could not be more applicable than in a cemetery setting. This session will give attendees valuable tools for precision interment.

**Key Takeaways: In this session participants will learn:**

- How to properly layout a grave space
- The Blind Check Process
- How to ensure your process has checks and balances to ensure proper placement

## Safe Graveside Set Up

*Presenters: Craig Roberts, Owner, Roberts Vault*

*Gregg Roberts, Owner, Roberts Vault*

The graveside ceremony is a critical component of a family’s send-off for their loved one. How do you ensure it goes off without a hitch?

**Key Takeaways: In this session participants will learn:**

- The proper methods of measuring, marking, excavating, and shoring up gravesites as well as dressing the sites and setting lowering devices.
- How to protect surrounding turf and memorials.
- How to ensure safe access for attendees and employees.

## Cemetery Risk Management

*Presenters: Tony Elrod, Southern Consultants, President*

*Mark Betten, M.E. Wilson, Insurance, Director of Risk Management*

With backhoes, mowers, employees, families and others constantly moving around the cemetery, and a variety of tools, pesticides and other potentially harmful items being used by your staff, how do you ensure work gets done in a safe and efficient manner?

**Key Takeaways: In this session participants will learn:**

- Most common violations?
- Key factors for safely operating heavy equipment.
- Top 10 risks found in cemeteries.

## Best Practices in Cemetery Management

*Presenters: Mike Ondina, President/GM, Evergreen Cemetery Funeral Home and Crematory*

*Tina Williams, Compliance Officer, Osceola Memory Gardens*

Effective cemetery management is rooted in having documented procedures and policies to ensure effective operation and compliance with the state’s regulatory framework.

**Key Takeaways: In this session participants will be provided with:**

- Proven methods of effective record keeping
- The proper way to execute a transfer of burial rights
- A better understanding the regulations and legal documents associated with cemetery management



# Session Descriptions

## Being Better Prepared for Your Next Inspection

**Presenter:** *Thurman Lowe, Financial Administrator, Division of Funeral Cemetery and Consumer Services* Nobody is perfect, but this session will provide you with tools to get close to it, to ensure your inspections go as smoothly as possible.

**Key Takeaways: In this session participants will learn:**

- How to effectively prepare for a cemetery inspection
- The most common violations identified by inspectors
- How to use the inspection audit page and checklist to make improvements to your cemetery

## Holding Community Events in Your Cemetery

**Presenters:** *Mike Ondina, President/GM, Evergreen Cemetery, Funeral Home and Crematory*  
*Keenan Knopke, President & CEO, Curlew Hills Memory Gardens*

Hosting events in your cemetery to commemorate holidays, historical events and other important hallmarks are great ways to serve families and market your location. How do you go over and above to serve your families?

**Key Takeaways: In this session participants will learn:**

- How to host events that will wow attendees
- How to get everyone in your location involved
- How to market events to families and the public

## Roundtable Discussion

- What problems are you facing? What “new” best practice do you have?

**Registration Opens August 1, 2024 at [www.thefccfa.com](http://www.thefccfa.com)**



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# Table Top & Sponsorship Opportunities

|  | Platinum Sponsor<br>\$2,500 | Gold Sponsor<br>\$2,000 | Silver Sponsor<br>\$1,500 | Bronze Sponsor<br>\$750 |
|--|-----------------------------|-------------------------|---------------------------|-------------------------|
| Complimentary Registration to Expo                       | 4                           | 3                       | 2                         | 1                       |
| Speaking Opportunity During Break                        | 5 minutes                   | 2 minutes               | N/A                       | N/A                     |
| Table Top Exhibit Space at Expo                          | Yes                         | Yes                     | N/A                       | N/A                     |
| Content Block in FCCFA's Bi-Weekly Email sent to members | No limit                    | 75 words and 1 image    | N/A                       | N/A                     |
| Collateral Material in Attendee Packet                   | Yes, 1 item                 | N/A                     | N/A                       | N/A                     |
| Logo & Link on FCCFA Website                             | 6 months                    | 4 months                | 3 months                  | 1 month                 |
| Recognition in the FCCFA Chronicle                       | Yes                         | Yes                     | Yes                       | Yes                     |

## Meal Sponsorship Available

Sponsor a meal at the Expo, we have the following sponsorship opportunities available:

- Breakfast Sponsor (1 Available) \$500
- Lunch Sponsor (2 Available) \$500
- Dinner Sponsor (1 Available) \$500 \*Dinner sponsorship is for the night before the Expo

## Table Top Only

\$399 Members \$475 Non Members

- Includes 1 Registration pass to attend seminar & lunch