

2:00-3:00 PM

**PROMOTING YOUR CEMETERY — A PANEL MODERATED
BY JULIA NELSON, NELSON COMMUNICATIONS**

What are some low-cost options for promoting your cemetery and generating sales leads? Public relations and marketing communications consultant Julia Nelson, Nelson Communications, will mediate a panel of member cemeteries on low-costs ideas for marketing your cemetery. Panelists will represent a variety of cemeteries — large and small, public and private. Bring your ideas and participate in the discussion.

Julia Nelson has been a public relations and marketing communications consultant for more than 13 years. Her clients include Lakewood Cemetery, Blue Cross and Blue Shield of Minnesota and Best Buy. She is the immediate past president of the International Association of Business Communicators (IABC), a professional development organization devoted to the advancement of communications as a key component of business success.

3:00-3:30 PM

COFFEE BREAK

3:30-4:30 PM

MAC ANNUAL BUSINESS MEETING

1. Call to Order
2. New Business
3. Old Business
4. Committee Reports
 - A) Report of the Secretary Treasurer
 - B) Legislative Report
 - C) Audit Committee Report
 - D) Nominating Committee Report and Elections
 - E) Q&A, Time permitting

THIS CONCLUDES OUR FRIDAY SESSION, BUT BE SURE TO JOIN US LATER FOR THE SUPPLIER SPONSORED RECEPTION, BANQUET AND ENTERTAINMENT.

6:00-7:30 PM

RECEPTION

Sponsored by Matthews International

7:30 PM

BANQUET AND ENTERTAINMENT

This evening's entertainment provided by Jeff Adamson, ComedySportz Quad Cities.



Annual Convention

Celebrating 86 Years of Service

PRELIMINARY PROGRAM

OCTOBER 8-9, 2009

Grand Casino Hinckley Hotel
777 Lady Luck Drive
Hinckley, Minnesota 55037
Phone: 800-468-3517

86th Annual Convention

WEDNESDAY, OCTOBER 7, 2009

Welcome! Most of you will be arriving today. Please join us in the hospitality room when you get here — just ask the hotel personnel for directions. We look forward to greeting you.

THURSDAY, OCTOBER 8, 2009

7:30-8:30 AM **REGISTRATION DESK OPENS**

BREAKFAST

Sponsored by Brown-Wilbert/Cem Pro

8:45-9:00 AM **PRESIDENTIAL WELCOME**

- Recognition
- New Members
- Guests
- Announcements

9:00-10:30 AM **A GUIDE TO GREEN BURIAL TREND OR FAD? — JOE SEHEE, EXECUTIVE DIRECTOR, GREEN BURIAL COUNCIL**

Sponsored by Sanders, Wacker, Bergly, Inc. and Ramaker & Associates, Inc.

Joe Sehee, founder and executive director of the Green Burial Council, introduced us to green burial at last year's convention. This year, he will guide us through the steps to creating a "green" section in your cemetery. This includes key considerations in the planning process such as business objectives, ecological objectives, guiding ethics, density, memorialization and phasing.

In addition, he will cover how the green burial movement has been evolving and what that means for current cemeteries; provide an update on projects that have emerged since he spoke to our group last year; and discuss the green cemetery legislation being publicized in Michigan that may spread to other states

The Green Burial Council is a nonprofit organization working to make burial more sustainable and economically viable. Regarded as one of the nation's leading authorities on the topic, Sehee has been involved with the green burial field since 2002. He is a principal of Conservation Burial Partners, LLC, a consultancy group that partners land trusts, park service agencies, and cemetery/funeral concerns on developing burial grounds as a strategy for protecting natural areas.

10:30-11:00 AM **COFFEE BREAK**

Sponsored by Eickhof Columbaria

Time to visit with our cemetery and supplier members.

11:00-12:00 AM **EMERALD ASH BORER IS HERE! WHAT DO WE DO NOW? — JIM OSTVIG, OSTVIG TREE**

Now that the emerald ash borer has officially infested here in Minnesota, Jim Ostvig will cover a brief description of the insect, how bad the infestation will be and what are the latest control options.

An affinity for trees and shrubs has been in the blood of Jim Ostvig's family for over 75 years — ever since Jim's grandfather, Marty, began transplanting large trees in the Finger Lakes area of New York in the 1920s, before starting his own business in Minneapolis in 1933.

12:00-1:00 PM **LUNCHEON**

Sponsored by Ostvig Tree, Inc.

2:00-4:30 PM **BEST BALL GOLF TOURNAMENT — BE SURE TO REGISTER FOR THIS EVENT ON YOUR REGISTRATION FORM**

UNLESS YOU ARE REGISTERED TO PLAY GOLF, YOU HAVE THE ENTIRE AFTERNOON FREE TO YOURSELF TO ENJOY WHATEVER HINCKLEY AND GRAND CASINO HAVE TO OFFER. HAVE SOME FUN, AND WE'LL SEE YOU AT THE RECEPTION THIS EVENING.

6:00-7:30 PM **RECEPTION**

Sponsored by Cold Spring Memorial Group

DINNER IS ON YOUR OWN OR WITH MAC FRIENDS & ASSOCIATES. ENJOY YOUR EVENING!

FRIDAY, OCTOBER 9, 2009

7:30-8:30 AM **REGISTRATION DESK OPENS**

BREAKFAST BUFFET

Sponsored by TruGreen Chemlawn

8:30-9:00 AM **SUPPLIERS FORUM**

Our sponsors' generous support helped make this convention possible. Please listen attentively as each supplier representative explains the purpose of the company they represent, and the products or services they offer to help make our jobs easier, and ultimately serve the consumer better.

9:00-10:00 AM **CREATIVE LISTENING — JEFF ADAMSON, COMEDYSPORTZ QUAD CITIES**

Where could your brain go if it had no limitations? Over the years, we put fences around our capabilities, limiting ourselves to doing just enough to get by and fearing to step out of our comfort zone. In this fun and comical session, Jeff Adamson with ComedySportz Quad Cities will show you some quick, easy steps that you can take to make your brain happy again. And, through insightful role-playing and laughter, he will help us discover ways to be more productive communicators. The effective listening and speaking skills taught in this course will boost your confidence and your appeal to those around you.

Be ready for a laughter-induced session that will get you thinking, get you smiling and get you longing for something you haven't seen in awhile ... your mind

10:00-10:15 AM **COFFEE BREAK**

Sponsored by Monumental Sales

10:15-11:15 AM **LEADING THE WAY DURING DIFFICULT TIMES — BOB ASH, LIFE LESSONS**

How can we weather the storm of this economy? Research tells us that during difficult times, 25 percent of businesses fail, 70 percent survive, and 5 percent actually thrive. In this session, Bob Ash will

speak to us about "Leading the way during difficult times." He will focus on specific behaviors we can choose that will enable our cemeteries to survive, and maybe even thrive. He will talk about how we must differentiate from our competition in how we build our relationships, and then deliver that promise on a daily basis. As always with Bob, there'll be plenty of laughter.

Bob Ash founded Life Lessons in 1995 and has since provided training to over 1,400 organizations, including Bank of America, IBM, Hewlett-Packard, CIA, Reader's Digest, The Gap, NASA, and the Chicago Cubs. Prior to that, he served in several positions in public education, including principal and superintendent of schools. He also played a few years of professional baseball.

11:15-12:00 PM **CREMATION TRENDS — KEVIN WATERSTON, CREMATION SOCIETY OF MINNESOTA**

Keep up on cremation trends in this presentation by Kevin Waterston, owner and operator of the Cremation Society of Minnesota – Minnesota's largest provider of cremation services. In this session, Kevin will review the latest statistics from the Cremation Society of North America (CANA) and share his insight on what's next in cremation. Kevin also serves on the board of directors of CANA

12:00-1:00 PM **LUNCHEON**

Sponsored by Wieser Precast/Doric Vault and Murphy Granite

1:15-2:00 PM **GRAVE SITE TURF ESTABLISHMENT — LARRY VETTER, TWIN CITY SEED COMPANY**

Turf establishment failures on grave sites are expensive and can cause unhappy family members. In this session, Larry Vetter, former executive director of the Minnesota Turf and Grounds Foundation with more than 30 years of turf management experience, will discuss ways to maximize success and thereby minimize the need for repeating the process and avoiding complaints due to poor results. Data gathered from his trials and other sources will be presented, including materials, procedures and costs.