

POP!

Do you love the idea of learning more about being a manager at your firm, but can't because you're too busy being a manager at your firm?

Selected's Spring Management Summit is your opportunity to step out of your bubble and gain a wider perspective.

Come hone your management skills and build priceless peer-to-peer relationships at this reasonably priced, information-packed meeting.

THE AGENDA

Wednesday, May 1

- 5:00p–6:30p Registration
- 5:30p–6:30p Welcome Reception (MEMBERS ONLY)

Thursday, May 2

- Various Times Breakfast on your own
- 7:30a–8:00a Registration
- 8:00a–8:15a Welcome and Introductions
- 8:15a–10:15a "Communication: Building and Sharing Your Numbers Dashboard" with Rich Geib
- 10:30a–11:30a "Not So" Early Bird Open Discussion (MEMBERS ONLY)
- 11:45a–12:45p Lunch (MEMBERS ONLY)
- 1:00p–4:00p "Communication: Crucial Tools to Maximize Performance" with Marguerite Ham
- 4:30p–6:00p Tour of Schoedinger's (MEMBERS ONLY)
- Evening Dinner on your own (Selected again will provide group "dine around" options. Details available onsite.)

Friday, May 3

- Various Times Breakfast on your own
- 8:30a–11:30a "Communication: Telling the Story of Funeral Value" with Dr. Bill Hoy
- 11:30a–11:45a Wrap-up and Adjourn

WHY ATTEND THE SUMMIT?



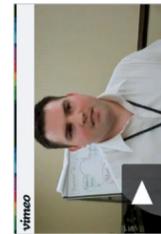
"No matter if you serve 100 families or serve well over 1000, the program really is designed so it is useful for everyone..."

—Dennis Goss, Foster Funeral Home, Fulton, NY



"Bring your important person with you and enjoy watching them soak up the information."

—Boyd Mothe Jr., Mothe Funeral Homes, New Orleans, LA



"It's an opportunity to take advantage of an educational...experience and improve my business and management skills..."

—David Root, Pierson's Funeral Service, Calgary, AB, Canada

Scan to hear more from fellow members!



1-800-323-4219 • selectedfuneralhomes.org/summit



SELECTED
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500 Lake Cook Road, Suite 205
Deerfield, IL 60015

**Selected's
Spring Management Summit**
May 1–3, 2013 in Columbus, OH



THE SESSIONS

Communication: Building and Sharing Your Numbers Dashboard May 2, 8:15a–10:15a

There are key business numbers you need to know at all times. A good dashboard provides immediate and useful data at a glance, giving you the tools to make more effective daily decisions. Identifying and sharing that information among appropriate staff members can have a substantial impact on the viability of the firm, the morale among the staff team and, ultimately, the service to client families. In this eye-opening session, Rich Geib will drill down to help answer questions such as:

- What are the key components important to today's funeral businesses?
- What information should be shared that would be most beneficial?
- Who should be made aware of this information?
- Why is this information beneficial for others to know?
- How can this information be applied to performance?
- When should this information be shared (weekly, monthly, quarterly, yearly)?

Richard D. Geib II is the fourth generation member of the Geib family who has owned and operated Selected member firm Linn-Hert-Geib Funeral Home, OH, and he is the visionary behind the Geib Funeral Center. While he maintains an interest in his firms, Rich now mainly focuses on helping other funeral service firms and businesses develop successful business models through his work as President of Richard Geib and Associates, LLC.



RICHARD D. GEIB II

Communication: Crucial Tools to Maximize Performance May 2, 1:00p–4:00p

The quality of your life comes out of the quality of your dialogues and conversations. Whether interacting with co-workers, client families or your own family, there are fundamental tools you can use to make those exchanges as productive and mutually beneficial as possible. In this session, Marguerite Ham will outline the key elements of Crucial Conversations, the best-selling book by Kerry Patterson, Joseph Grenny, Ron McMillan and Al Switzler. This session will help you:

- Prepare for high-stakes situations.
- Transform anger and hurt feelings into powerful dialogue.
- Make it safe to talk about almost anything.
- Diffuse negative emotions and fears to focus on facts.
- Be persuasive, not abrasive.
- Obtain tools for both professional and personal conversations.

Marguerite Ham of Igniting Success also serves as the Academy Dean for the Selected Leadership Academy and has been a corporate trainer since 1989. Marguerite is known for her highly energetic, entertaining, customized and content rich presentations in the fields of memory, coaching and leadership development. She has been an executive coach for the last 10 years, guiding executives and entrepreneurs to discover their authentic path of success while being in alignment with their values and goals as well as those of their organizations to reach their highest potential.



MARGUERITE HAM

Communication: Telling the Story of Funeral Value May 3, 8:30a–11:30a

Why do you do what you do? Is that a story you can tell convincingly to those who say, "I don't want a funeral; just throw me in a ditch when I'm done"? Is it really possible to guide consumers toward what would be most helpful for them rather than what they think they want? Through this inspiring workshop, Dr. Hoy will help you apply his "five anchors of the funeral ceremony"—core components of funerals used by families and communities to honor their dead for at least 10,000 years and around the world today. You will learn to:

- Understand the vital role of funerals for grieving families and communities.
- Evaluate the importance of funerals in the minds of your staff.
- Communicate the value of funerals to your staff, the families you serve, healthcare professionals and the community-at-large.

William G. (Bill) Hoy is a counselor, minister and educator who, for nearly three decades, has worked with families and individuals in the aftermath of death from many different causes. Every year, he presents more than 50 continuing education workshops to professional colleagues across North America through his company, Grief Connect. As a professor in the pre-med program at Baylor University, Dr. Hoy now is engaged in helping a new generation of professionals learn the importance of funeral ceremonies.



DR. BILL HOY

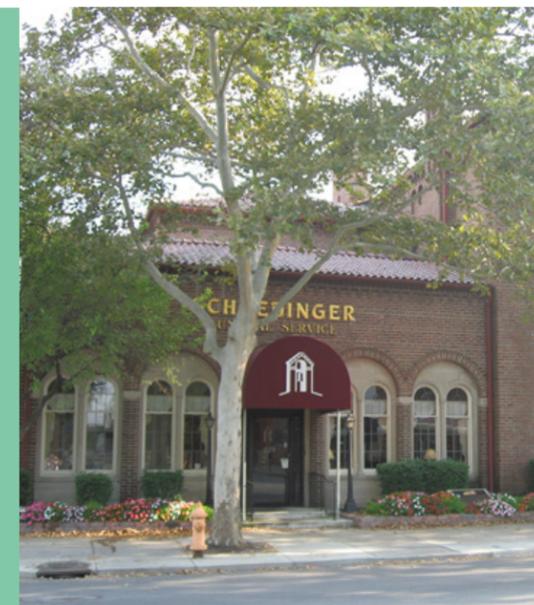
THE HOTEL

The deadline to make reservations at the Renaissance Columbus Downtown Hotel is April 8, 2013. Make reservations by visiting selectedfuneralhomes.org/summit or by calling 1-877-901-6632. Be sure to ask for Passkey Reservations and indicate you are with "Selected Independent Funeral Homes Meeting" to receive our specially negotiated rate of \$125.00 per night. Rooms are filled on a first-come, first-served basis. Once our block is filled, which may be before the deadline, we cannot guarantee room availability. In addition, Selected's negotiated rate is available 3 days before and after the meeting dates on a room availability basis.

THE OPTIONAL MEMBER FACILITY TOUR

May 2, 4:30p–6:00p

Selected member Schoedinger Funeral & Cremation Service has graciously offered to open their doors to any interested fellow members for a tour of their downtown Columbus facility. Everyone is welcome to join President Michael Schoedinger and his family for insight into this six-generation firm. The firm is within walking distance of the hotel. (Directions will be provided onsite and also can be found at schoedinger.com.) This location houses their preparation center, four human and pet crematories and a historic building dating back to the 1800s. The firm has 15 locations, which members also can arrange to see if desired.



THE CITY

Lively downtown districts...a nationally renowned food scene... professional sports... a packed arts and entertainment schedule...

This is just some of what awaits you in Ohio's capital city. Visit experiencecolumbus.com for more details!