



SELECTED
Independent
FUNERAL HOMES®

RESOURCE GUIDE
FOR
ROUNDTABLE
MEETINGS

*Information for planning and hosting
a local, one-day Roundtable*

ROUNDTABLE MEETINGS

Selected Independent Funeral Homes Roundtable Meetings traditionally are one-day discussion sessions that are arranged at convenient/central locations within a Group and include a lunch. Roundtable Meetings serve the following purposes.

- Identify and discuss problems or situations unique to the area and develop open conversation and exchange of information and ideas between members.
- Serve as a source for new member recruitment as qualified non-member guests are welcome.
- Bring Headquarters staff/Board members to the grass-roots level of the membership. Create awareness of regional problems, thus allowing for counseling suggestions or referrals to be helpful to members. Headquarters staff/Board member also learns of possible dissatisfaction or other matters to be called to the attention of the Executive Director/Board.
- Provide Board members with an opportunity to learn members' views, so they may be better represented at the following Board meeting.
- Allow the membership to be used as a direct sounding board relating to new or revised Selected Independent Funeral Homes services and activities.

Guidelines for Roundtable Meetings have been developed in order to provide some standardization to meeting procedures. These guidelines should be reviewed by host(s) and Board members when arranging meetings.

GUIDELINES

1. It is the responsibility of each Board member to schedule a minimum of three Roundtable Meetings per Group annually. However, total number of meetings per Group should be based on size of membership within the Group and anticipated desire of members to participate. The Board member is to inform Headquarters no later than September 1 of each year of the meeting dates, hosts and locations for the next year.
2. For planning purposes, two or three successive meetings within a Group are most economical in terms of staff/Board members' time and travel expense. In order to avoid the NextGen, Group Meeting and Annual Meeting dates, the best times for Roundtable Meetings include January 1-15; February 15-March 30; May 25-September 1; and October 30-December 31.
3. General sites of meetings should be determined by:
 - (a) ease of access to a minimum of 10-15 members and
 - (b) willingness of nearest member to serve as host.
4. When a site and host have been determined, it is the responsibility of the Board member and host to establish an agenda for the meeting. See the "Planning the Agenda" section on page 5 for details, including a sample agenda.

5. It is the host's responsibility to:
 - (a) obtain suitable meeting facilities,
 - (b) arrange a lunch,
 - (c) arrange for refreshments (coffee/soda) to be served throughout the meeting, and
 - (d) collect registration fees which should include a fee of \$15.00 per registered participant for Selected Independent Funeral Homes Headquarters. The total registration fee should be sufficient to pay all Roundtable Meeting expenses (except Board Member travel). See attached worksheet to assist in meeting planning and pricing.

6. **As soon as meetings are set (but no later than September 1 of each year), the Board Member should notify Headquarters so that the schedule can be posted on the Association website. In addition, the enclosed Roundtable Information Sheet should be returned to Headquarters as soon as possible to provide additional details on each meeting.** Members within the respective Group are then notified by Headquarters via email about the upcoming schedule for the year as well as two times prior to each specific meeting. Board member/host also can work with the Communications Department to send additional emails. In addition, Board member and/or host may send an invitation to members within the Group notifying them of the meeting, requesting an RSVP to the host and asking members to bring any material they feel would be of interest to share at the meeting (see sample letter on page 6). Board member/host can request mailing labels from Headquarters for this mailing.

7. Prior to the meeting, Headquarters will mail a box of materials, including an official sign-in sheet, to the host for use at the meeting.

8. When both a staff member and a Board Member are in attendance, the meeting should be chaired by the Board Member.

9. **Within two weeks after the meeting, the official sign-in sheet signed by those members attending is to be sent to Headquarters to be posted in the Selected Independent Funeral Homes activity record. In addition, hosts should send the appropriate Selected Program Fund Fee and completed Roundtable Host Report Form and Host Evaluation Form (to be mailed by Headquarters).**

NOTE: A Board member, staff member or appropriate Board member designee must be present for the meeting to be considered an official Selected Independent Funeral Homes meeting. In addition, hosts should mail Headquarters the \$15 fee per participant collected along with the completed Host Report Form found elsewhere in this packet.

10. It is recommended that the Board member maintain a file of information on Roundtable Meetings held (including information on locations, hosts, agendas, etc.) for use in planning subsequent Roundtable Meetings in future years. Headquarters also maintains an archive with information about each Roundtable, including the date, location and host.

11. The invitation of qualified non-member guests is encouraged. Board members/hosts may contact Selected's Membership Director for a list of current prospects in the Group or to share contact information for any new prospects being invited.

PLANNING A ROUNDTABLE

MEETING FACILITIES

Where will you hold the Roundtable Meeting? Once a city has been established, you will need to identify a suitable site for the meeting. For planning purposes, historically Roundtable Meetings attract a minimum of 10 participants and a maximum of 25-30. Some hosts may have onsite facilities in your funeral home that could comfortably accommodate this range and that can be reserved for the day of the meeting. Others will need to consider alternative options. Obviously, it is ideal to find a site at no charge or a small fee. You should consider the many contacts you have in the community as possible sources. Some suggestions for places that may have meeting rooms at reasonable or no charge include local churches, city or county government buildings (administration offices, libraries, schools, County Extension offices, etc.), Senior Citizen Center and shopping centers. Of course, often the first locations to come to mind are hotels and/or restaurants. However, these usually have higher room rental fees that need to be carefully considered in order to charge an appropriate registration fee for participants.

FOOD SERVICE

Traditionally, Roundtable Meetings include a lunch as well as refreshments (coffee/soda) served throughout the day. If you are in a hotel or restaurant, they will likely need a guaranteed number. Most require this number two or more days in advance of the meeting. It is important to keep track of your RSVP's to get this number as accurate as possible. You also should carefully review the agreement you signed, so you are aware of penalties and overages. For other meeting sites, you will likely need to cater in the meal. You may strongly consider working with a local sandwich shop or other similar area restaurant that would work with you that morning to place an order once you have confirmed attendance. This offers a very flexible and affordable meal option for everyone. For refreshments, you can check with the person whom you secured the meeting space for recommendations on vendors they use or other options available. Of course, you also could simply stop at a local restaurant (i.e. Dunkin' Donuts, Starbucks) the morning of the meeting to purchase "coffee in a box" and stop at a local supermarket to purchase a variety of sodas (don't forget the ice as well as paper products—glasses, spoons, napkins, etc.).

MEETING REGISTRATION FEE

Once you have selected and determined the costs for the meeting site, lunch and refreshments, you should establish an appropriate registration fee per participant. In order to do so, you will need to estimate the total number of participants you expect to attend. You can work with your Board member to determine this number based on historical attendance for the Group/location or an educated guess based on the number of members within driving distance and the likelihood of those members to attend. It is recommended that your estimate be on the low side as to be sure all expenses are covered. Ultimately, there should be no out-of-pocket cost for the host. However, hosts will be responsible for paying all expenses. As a result, registration checks should be made payable to the host, not Selected Independent Funeral Homes, so the host can settle all accounts related to the meeting.

There is a \$15.00 Program Fund Fee charged per paid registration. *This fee and the Host Roundtable Report should be forwarded, along with the official sign-in sheet, to Headquarters following the meeting.* The \$15.00 Program Fund Fee will apply to each registered participant.

It is up to the host and Board member to decide if the Board member, staff person, appropriate Board member designee and/or invited guest(s) will be charged the registration fee.

Total costs for the meeting should be determined by the host and Board member as soon as possible after a Roundtable Meeting date is established. Full details should be provided to Headquarters (see enclosed Roundtable Information Form) in order to facilitate timely inclusion of the details on the Association's website and email communications with members.

EXPENSE WORKSHEET

The following expense outline is provided for your convenience in order to assist you in determining registration fees.

Room Rental (if required)	\$ _____ ÷ by estimated # of participants	\$ _____
Publicity (i.e. postage, etc.)	\$ _____ ÷ by estimated # of participants	\$ _____
Any other misc. expenses	\$ _____ ÷ by estimated # of participants	\$ _____
Coffee/soda	\$ _____	(+ tip, tax, etc. [est. 33%]) . ÷ by estimated # of participants	\$ _____
Lunch.....	\$ _____	(+ tip, tax, etc. [est. 33%]) . ÷ by estimated # of participants	\$ _____
Selected Program Fund Fee			\$ 15.00
Group Fund (to be decided with Board member)			\$ _____
TOTAL Registration Fee per person			\$ _____

It may be advisable to add several dollars as a contingency fee in case of cancellations (such cancellations would affect your hotel/restaurant meal guarantees if applicable). Hosts may consult with your Board member to determine how to handle any overage that may result (i.e. may be placed in the Group Fund).

PLANNING THE AGENDA

Roundtable Meetings vary greatly in their structure. It is the responsibility of the Board member and host to establish the agenda for the meeting. Meetings are typically held from 9:30/10:00 a.m. to 3:30/4:00 p.m. with a lunch at noon. Meetings also typically include at least 3 hours of open discussion. It is up to the Board member and host to determine what, if any, formal programming (i.e. speaker, tour, DVD presentation, etc.) will be included. Agendas should be distributed to participants prior to the meeting if possible.

The following sample agenda should serve only as a reference.

SAMPLE ROUNDTABLE AGENDA

- 10:00a **Welcome and Introductions**
Board Member and/or designated rep to facilitate
- 10:30a **Association Update**
Board Member, HQ staff and/or designated rep to facilitate
- 11:00a **Program**
- Member speaker, outside guest speaker or DVD/audio program
Note: Headquarters recommends utilizing the DVD program featuring Attorney Michael Cohen addressing copyright issues and Attorney Katie Wood addressing cremation legal issues related to funeral service.
 - OR
 - Good Ideas/Best Practices, with members sharing examples from their firms
- Noon* **Dutch treat lunch**
or 12:30p, depending on length of program
organized by Host
- 1:00p **Open discussion**
Board Member and/or designated rep to facilitate
- Challenges/Critical Issue
Opportunity for members to table (themselves or through the chair) a challenge they are facing and have the group offer their experience.
 - Visions
Open discussion and what does the future have in store.
- 3:45 p.m. **Identify volunteer to host the next year's Roundtable Meeting**
Establish location and tentative date
- 4:00p* **Adjourn**
or when discussion concludes

The day also might feature a tour of the local firm's facilities.

Selected Independent Funeral Homes will promote scheduled Roundtable Meetings through a variety of mediums. All meetings are prominently posted on the Association's website (www.selectedfuneralhomes.org). The meeting list includes all relevant information for each meeting and is updated as details are provided by the Board member and/or host. In addition, Selected's Communications Department sends at least two emails to the applicable members prior to the appropriate meeting(s). Selected's meeting schedule also is published in The Bulletin.

Board members and/or hosts are encouraged to send personal invitations to members. The following is a sample letter for your reference. You are encouraged to change and personalize this basic message to best suit your needs. Mailing labels from Headquarters can be requested on the Roundtable Meeting Form.

SAMPLE LETTER FROM HOST FIRM

Dear Fellow Selected Independent Funeral Homes Member,

It is our pleasure to extend an invitation to you and your staff to attend a Group (insert Group number) Roundtable Meeting on (insert date) in (insert city and state). We will be meeting from (insert time) until adjournment, which we anticipate will be no later than (insert time).

The meeting site will be (insert location) located at (insert address). The cost per participant is \$(insert fee). Please send your check made payable to (insert info) to (insert mailing address). There is an absolute deadline for registration on (insert date) OR While pre-registration is appreciated, members are welcome to register the morning of the meeting. For those of you traveling any distance there are many lodging choices for your consideration. Please call or e-mail us for lodging details or to answer any other questions.

Roundtable meetings are designed to serve the following purposes:

- Identify and discuss problems or situations unique to the area, and develop free conversation and exchange of information and ideas among members.
- Bring our Group Board of Directors Representative and Headquarters Staff to the grassroots level of membership in order to better learn of member needs and questions.
- Allow the membership to be used as a direct sounding board relating to new or revised Selected Independent Funeral Homes services and activities.

We hope to see you on (insert date). We are grateful to be part of Selected Independent Funeral Homes and hope this forum provides an opportunity for enhancing everyone's participation in our association.

Sincerely,

(Name)

ANTITRUST COMPLIANCE

Because trade associations present a unique opportunity for competitors to assemble, enforcement authorities and private parties pay particular attention to associations, their members and their meetings. While trade associations like Selected Independent Funeral Homes serve legitimate business objectives, antitrust enforcers often claim that such organizations provide the opportunity for competitors to reach agreement on subjects prohibited by antitrust laws.

Selected Independent Funeral Homes members must therefore avoid all conduct that could even appear to constitute a violation of the law. No matter how innocent a particular act may be, legal difficulties can result if it leads others to believe that a violation has occurred. For these reasons, it is imperative that members never discuss:

- *Prices or factors which help determine prices, such as costs, margins, revenues or profit levels*
- *Exclusion of other competitors from a market*
- *Selection, classification or rejection of customers*
- *Refusals to deal with customers or suppliers*
- *Limitations on sales or service*

Selected Independent Funeral Homes members can, of course, discuss funeral service best practices and other industry topics such as family counseling, public relations, Funeral Rule compliance, legislative initiatives, crime prevention or insurance coverage. If in the course of a Selected Independent Funeral Homes meeting you are not certain whether a particular topic is appropriate for discussion, please end the conversation until you have consulted with the Executive Director for guidance. The Association's full Antitrust Compliance Policy can be found in your Membership Roster.

For additional information, contact the Headquarters office:



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