

# SELECTED CONNECTIONS PROGRAM DETAILS



**Program #** SCP-2010-3

**Registration Fee:** \$250

Completed Enrollment Application form and check must be received at Selected Independent Funeral Homes Headquarters **by April 23, 2010** in order to be considered for the program.

**Host Firm:** Schoedinger Funeral and Cremation Service      **Phone:** 614-224-6105  
**Contact Person:** Michael Schoedinger      **Fax:** 614-224-2687  
**Address:** 229 East State Street      **E-mail:** michael@schoedinger.com  
Columbus, OH 43215

**Program Dates:** May 11-13, 2010

**Proposed Hotel:** Renaissance Hotel      **Reservations:** 614-228-5050  
50 North 3<sup>rd</sup> Street  
Columbus, OH 43215  
Visit [www.marriott.com/CMHBR](http://www.marriott.com/CMHBR) for full details on the hotel.

Once registered for the program, participants should contact the hotel directly to make reservations. ***Refer to the “Schoedinger or Selected Connections Block of Rooms” to receive the rate of \$109.00/night.*** For any issues in making your reservation, ask to speak with Sales Manager Amanda Jackson. Participants are responsible for hotel expenses.

**Arrival date is Tuesday, May 11, 2010.**

(Event begins with dinner and cocktails at 6 p.m.)

**Departure date is Thursday, May 13, 2010.**

(Selected Connections Program concludes at noon.)

**Transportation:**      **Recommended Airport:** Columbus (CMH)  
**Approx. Distance to Host Firm:** 5 miles

Participants are responsible for transportation to/from the Host Firm city and to/from the hotel and airport.

***Participants are responsible for walking to/from the Host Firm each day. The funeral home is located 2 blocks from the hotel. Anyone with special needs can contact Michael Schoedinger to make alternate arrangements.***

**Meals:** A group dinner will be provided on May 11. Lunch will be provided on May 12. A group dinner also may be offered the evening of May 12. Participants will be responsible for all other meals.

**Attire:** Business Casual

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**Presenters:**      **Randy Schoedinger, CEO**  
                         **Michael Schoedinger, President**  
                         **Lajos Szabo, Chief Strategy Officer**  
                         **Cressa Rieser, Chief Administrative Officer**

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**Program Topic 1: How to Transform your Company to Compete in the New Paradigm of Funeral Service. Strategic planning that includes resource allocation and techniques to change your multi-generation funeral home to compete in today's tough market.**

**Program Topic 2: How to Create Healing Experiences through Schoedinger's Unique Mourningstar Arrangement Process**

**Program Topic 3: Marketing, Public Relations and Use of Social Media**

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**Agenda Day 1            May 11, 2010            6 p.m.**

5:45 p.m.            Meet in hotel lobby for transportation to dinner and cocktails

**Agenda Day 2            May 12, 2010            8:30 a.m. – 4:30 p.m.**

Morning Agenda

Introductions/Brief overview of program

How to Transform your Company to Compete in the New Paradigm of Funeral Service. Strategic planning that includes resource allocation and techniques to change your multi-generation funeral home to compete in today's market.

*Presented by Lajos Szabo, Chief Strategy Officer*

Being a 150-year-old company can be both a blessing and a curse. Today's consumers are challenging the way funeral homes offer and the prices they charge. How are we going to succeed with the next generation questioning the status quo? Schoedinger has spent the last two years recreating the funeral value proposition. During this morning session, participants will hear about the mistakes and Schoedinger's new plan to grow the business.

Lunch Break

Afternoon Agenda

How to Create Healing Experiences through Schoedinger's Unique Mourningstar Arrangement Process

*Presented by Randy Schoedinger, CEO and Cressa Rieser, Chief Administrative Officer*

With today's generation of funeral planners, you have to learn to connect them on an emotional level, create trust and EARN the right to suggest transformational experiences and ceremonies that will help them heal. This afternoon session will focus on how Schoedinger has pioneered a new arrangement process that accomplishes all of these important elements and hear about the amazing funerals they have facilitated as a result.

**Program Day 3      May 13, 2010      8:30 a.m. – Noon**

Morning Agenda

Marketing, Public Relations and Use of Social Media

*Presented by Michael Schoedinger, President*

In today's world of precious dollars, which advertising ideas are money best spent? During this morning session learn how to have a huge awareness impact in your community for minimal cost.

- How to use the Internet to market your firm inexpensively
- Use of social media

In addition, explore one of funeral service's most interactive websites which allows the community to support the bereaved in truly unique ways, helping them heal from the loss

Noon

Adjourn