



**Catholic Cemeteries &
Funeral Services of the West**

**2022 ANNUAL
CONFERENCE**

JANUARY 24 - 27, 2022
WESTIN VERASA NAPA



"Catholic Cemeteries and Funeral Services of the West is committed to promoting the Order of Christian Funerals and the tradition of Catholic Burial in Catholic Cemeteries."

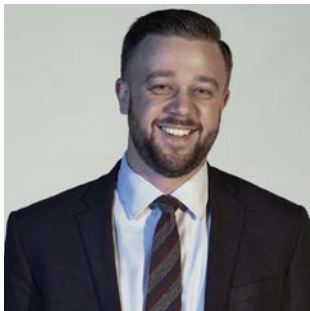


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MEET OUR SPEAKERS



ERIC LAYER

AUTHOR, "THE RIGHT WAY OF DEATH"

Eric Layer is the author of ***The Right Way of Death: Restoring the American Funeral Business to Its True Calling***. Eric has spent his entire life around funeral service. His parents were married in the chapel of the mortuary where they both worked, and his childhood was marked by firsthand experience with

the funeral homes and cemetery where his family built their careers. Today, he leads the death care division as partner at McKee Wallwork + Co., an internationally recognized marketing advisory firm that specializes in generating momentum for stalled, stuck, and stale industries and brands. There, he has consulted for a number of globally recognized funeral brands and has played an integral role in their campaigns, products, and research efforts



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MEET OUR SPEAKERS

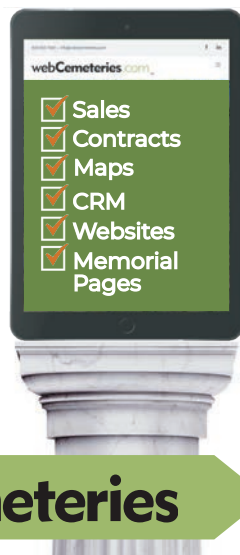


ANGELIQUE SIMPSON

*DIRECTOR OF PROFESSIONAL DEVELOPMENT |
MATTHEWS AURORA™*

Angelique has been a much sought after speaker, trainer and personal development coach for individuals, teams and corporations for the past 27+ years. Angelique is well known for her high energy and dynamic training programs that express learning in an exciting way. Angelique's journey as a trainer started in the healthcare industry, but through the years she has supported training for the real estate industry, medical field, funeral service and legal firms to name a few. Angelique happily joined the Matthews Aurora™ team in 2016 where she gets to share her positive energy and true passion for professional development. Angelique is a UCLA graduate and she lives in Seal Beach, California with her husband Michael and her daughter Bethany.

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MEET OUR SPEAKERS



ANNA SCHIELE

DIRECTOR OF LAY PERSONNEL, DIOCESE OF SACRAMENTO

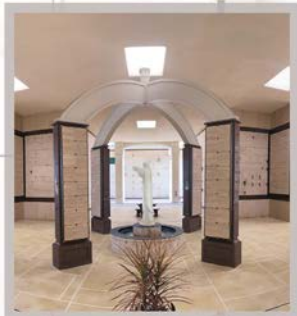
Anna Schiele has been the Director of Lay Personnel with the Sacramento Diocese since 2015. She has worked in the field of Human Resources for over 15 years and holds a BS in Psychology. Prior to working with the Sacramento Diocese, she worked with large corporations such as Target and Rite Aid. Anna is involved in a wide range of employment matters but is heavily relied on to work through difficult and sensitive situations.



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Please join us for a Mass Celebration at the
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Wednesday, January 26th at 5:00 PM

Mass offered by Father Moses Brown and
Deacon Joseph Oberting
Catholic Diocese of Santa Rosa.



Cocktail Reception to immediately follow.



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CONFERENCE SCHEDULE

MONDAY, JANUARY 24

4:30 PM Welcome Reception • Solera Courtyard
Sponsored by Matthews Granite\UMP

DINNER ON YOUR OWN

TUESDAY, JANUARY 25

8:00 AM Opening Prayer | Breakfast • Solera Courtyard
Sponsored by PlotBox

9:00 AM Eric Layer
"The Right Way of Death"

What if everything you think (but can't say) about funeral service is true?

Death care isn't what it used to be. Cremation rates are sky-high, customers have changing expectations, and new competitors materialize every day. It's no surprise that an entire generation of family funeral homeowners are wondering if this is the time to get out.

The current uncertainty around death care is not morticians' fault, but it is their problem. The calling is hamstrung by mixed messages. It's tough for a modern funeral director to decide whether to be leader or follower, salesperson or confidant. But there is a right way to do death, and funeral professionals are experts. The future of the business will require a recognition of that truth so that those who work in death care can reclaim the soul of the calling and guide families with care and confidence.

In this keynote presentation based on the book, ***The Right Way of Death – Restoring the American Funeral Business to its True Calling***, Eric Layer will outline the challenges and opportunities facing funeral professionals today including why your funeral home is stuck, and what to do about it.

10:30 AM Break

10:45 AM Workshop and Book Signing with Eric Layer

12:15 PM Lunch • Solera Courtyard
Sponsored by Paradise Pictures

CONFERENCE SCHEDULE

TUESDAY, JANUARY 25, Continued

12:30 PM Round-table Discussion

"How are we operating in a Post-Pandemic World, or are we?"

1:30 PM Supplier Presentations

[AfterCare.com](#)

[Axiom by JMT Consulting](#)

[Behar Mapping](#)

[Blackstone Cemetery Development](#)

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2:45 PM Break

3:00 PM Angelique Simpson

"Engaging & Motivating Employees"

According to a Gallup poll, only about 30% of people feel fully engaged in their work. Just think what can be accomplished if we are able to engage the other 70%! This enlightening session provides techniques for making your employees feel valued and a part of the team so that they will sing your praises in the community.

You Will Learn:

Insight into the experience and desires of each generation in the workplace

Four steps on the ladder of employee engagement

Communicating vision and expectations

Taking the time to listen to employee preferences

4:30 PM CCFW Members & Supplier's Meeting

DINNER ON YOUR OWN

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CONFERENCE SCHEDULE

WEDNESDAY, JANUARY 26

8:00 AM Morning Prayer | Breakfast • Solera Courtyard
Sponsored by Global Bronze

9:30 AM Anna Schiele

"Conflict Resolution"

Conflict in the workplace is an extremely common occurrence. Healthy resolution of conflict in the workplace is a less common occurrence. Employers have a wide selection of tools and methods to use when addressing conflict. In this module we will review the various causes of conflict, facts regarding conflict, and a 5-Step Conflict Resolution Process. The 5-Step Conflict Resolution Process provides the tools for you to be a successful moderator in resolving conflict in the workplace.

10:30 AM Break

10:45 AM Supplier Presentations
American Crematory Equipment Co,
Batesville Casket Company
Biondan Bronze
C&J Financial
Cemetery360
Coldspring
Davey
Habitat Visual Communications
Matthews Cemetery Products
McCleskey Mausoleums
Paradise Pictures
Peacock Engineering
PMRS Refining
Ring Ring Marketing
Webcemeteries

12:00 PM Lunch • Solera Courtyard
Sponsored by Coldspring

12:15 PM Roundtable Discussion
Topic: "Hiring in Today's Work Place"

CONFERENCE SCHEDULE

WEDNESDAY, JANUARY 26 Continued

1:15 PM Angelique Simpson

"Building Teamwork: Creating Collaboration and Unity"

Creating a well-orchestrated, seamless memorial event involves many moving parts. Does your staff work together like a well-oiled machine? This comprehensive and energizing training teaches strategies for building and maintaining strong and successful teams throughout your organization.

You Will Learn To:

- *Identify obstacles to successful teamwork*
- *Foster trust and cooperation among co-workers*
- *Fulfill commitments in the face of difficulty*
- *Adjust to change*
- *Evaluate the level of teamwork in your organization*
- *Reinforce positive values that promote unity and cooperation*
- *Develop a strong team with clear goals, guidelines, expectations, and encouragement*

3:15 PM Break

3:30 PM Roundtable Discussion: Open Forum

5:00 PM Mass • Barrique Ballroom

5:30 PM Closing Cocktail Reception • Solera Courtyard
Sponsored by PMRS

THURSDAY, JANUARY 27 - TOUR AND LUNCH

8:45 AM Meet in lobby of Hotel for Tour Bus
Sponsored by Cordeiro Vault

9:00 AM Depart for Carmelite House of Prayer

11:00 AM Depart for Silver Oak Winery
Lunch Sponosred by Paradise Pictures
Wine Pairings Sponsored by Biondan Bronze

3:00 PM Retun to Westin Verasa Napa

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Malcolm Robertson at 510-340-0262 to learn more.**

THANK YOU BOARD OF DIRECTORS

A very special thank you to our current Board of Directors who served through two years of a pandemic, bringing you virtual roundtable discussions to share ideas as we navigated uncharted territory. As well as planning a safe in-person Annual Conference in 2022.

We look forward to the future as we return to our new normal!

Past President - Monica Williams, San Francisco

President - Jerry Del Core, Sacramento

Vice President - Douglas Farruggia, Los Angeles

Secretary/Treasurer - Fred Morley, Seattle

Supplier Representative - Jimmy Pinocchio, Cemetery360



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Monday Welcome
Cocktail Reception



Tuesday Breakfast



Tuesday Lunch



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Wednesday Breakfast



Wednesday Lunch



Wednesday Closing
Cocktail Reception



North America



Thursday Lunch



Thursday Transportation

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Thursday Wine Tasting



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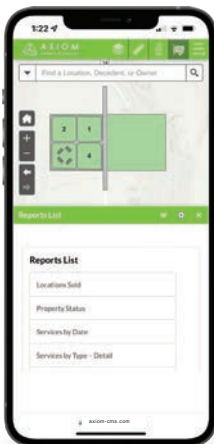
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The background of the entire slide is a close-up photograph of large, dark green leaves, possibly from a plant like a peace lily, with prominent veins and a glossy texture. The lighting creates soft highlights and shadows, giving a sense of depth and organic form.

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The Living Memorial program is a unique and special way to honor the memory of a loved one. When you select a Batesville casket,* we arrange for a tree seedling to be planted in a national forest or woodland as a living tribute and memorial to the deceased. Established in 1976, the Living Memorial program has helped to reforest thousands of acres of forests throughout the U.S., Canada, Australia and the United Kingdom.

More than just a majestic memorial, these trees shelter wildlife, reduce water and wind erosion and contribute to the purity of the air we breathe, helping to improve the environment for generations to come. The Living Memorial program is managed by Batesville in cooperation with the U.S. Forest Service, The Canadian Institute of Forestry and other international organizations. Tree species and planting locations are determined by these agencies, based on the greatest need in that region.

*Not all products qualify. Check for availability.



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