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Orange County



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JANUARY 23 - 26, 2023
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MEET OUR SPEAKERS

SAMMY VILLANUEVA

SALES TRAINING MANAGER, ARCHDIOCESE OF LOS ANGELES

Sammy Villanueva is a professional trainer who has over 15 years in sales experience. Sammy is the most dynamic and engaging speaker you will encounter. He truly will deliver a transformational experience that will impact your people which will impact business for the better. He has been a part of the ArchDiocese of Los Angeles Cemeteries & Mortuaries for over three years and is the Founder of his own entrepreneurial training company that serves companies, sales managers, and sales professionals to develop a growth mindset, change their belief systems and habits, and create a sales strategy and methodology that produces growth and results.



MEET OUR SPEAKERS

GEORGE J. OWENS

PRESIDENT, PRINCIPAL CONSULTANT AT SOCAL APPROACH



George is the founder, President and Principal Consultant of SOCAL Approach Marketing and Consulting Group and has over 25+ years of experience in high performance environments. George is skilled in identifying, scoping, and developing new opportunities for management effectiveness, sales, marketing and customer engagement. He is an expert in recognizing and defining problems; identifying appropriate information solutions and implementing effective programs to drive results leading to increased revenue and profitability.

Prior to founding SOCAL Approach Marketing and Consulting Group, George served as a Managing Director in the marketing department of a Fortune 1000 services company. From 1995-2007, George was with J.D. Power one of the world's foremost marketing intelligence firms where he designed and led programs in a variety of industries.

LISA MINNEHAN

VICE PRESIDENT, OPERATIONS AT SOCAL APPROACH



Lisa Gonzales Minnehan is Vice President of Operations with SOCAL Approach Marketing and Consulting Group. With over 20 years of experience in project management, operations, process development, market research and consulting with many of the world's best-known brands, Lisa leads our team of consultants in the delivery of world-class insights to our clients and provides leadership and development to our growing stable of associates.

Lisa spent over two decades with J.D. Power in roles of increasing importance and complexity. As a member of SoCal's executive team and a principal partner, Lisa will bring her experience, energy and passion to each of our client engagements and work to develop the processes and programs necessary to maintain and grow our business.

Lisa is dedicated to helping companies implement the programs necessary to positively impact their business and achieve their organizational goals.

MEET OUR SPEAKERS

MICHAEL COOPERMAN

CHIEF MARKETING OFFICER, PRINCIPAL CONSULTANT AT SOCIAL APPROACH



Michael is a Senior Consultant with SOCIAL Approach Marketing and Consulting Group. For more than 20 years, Mike has served some of the world's best-known brands from a strategy, marketing and operations capacity.

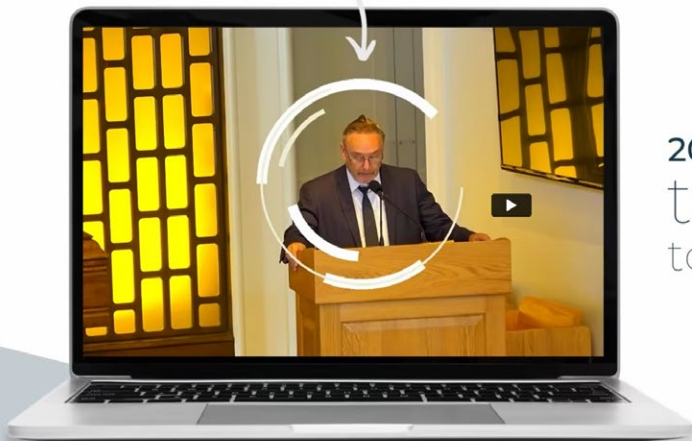
Mike is an expert in using the tools of earned, owned and paid communication to assist his clients in achieving their business and operational objectives.

From well-known brands like J.D. Power and creative leaders like Saatchi & Saatchi to technology startups like TrueCar, Mike brings expertise in all aspects of both consumer and business marketing, including driving sales, supporting business development, and engaging in PR and crisis communications in addition to core aspects of traditional and digital advertising.

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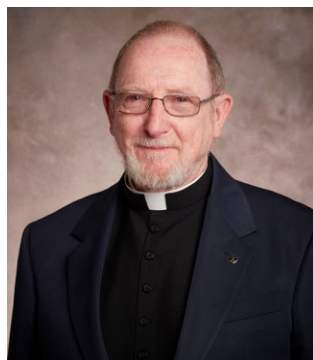
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MEET OUR SPEAKERS



**REV. H. RICHARD RUTHERFORD,
C.S.C., PH.D.**

PRIEST OF THE CONGREGATION OF HOLY CROSS

Priest of the Congregation of Holy Cross and professor emeritus of liturgical theology, with degrees from Katholieke Universiteit Nijmegen, Netherlands, Pontifical Gregorian University, Rome, and the University of Notre Dame, Fr. Rutherford taught as member of the theology faculty of the University of Portland,

Oregon, from 1976 until his retirement in 2012.

He has divided his research between the Christian funeral, including *The Death of a Christian: The Order of Christian Funerals* (Second, revised edition, 1990) and in 2001, *Honoring the Dead: Catholics and Cremation Today*, both by Collegeville, MN: Liturgical Press and early Christian baptismal liturgy and archaeology. Frequent study trips to the Christian Mediterranean, including a 2009-2010 Fulbright Research Grant to Cyprus, resulted in recent contributions like "Baptisteries in Ancient Rites and Sites," in *The Oxford Handbook of Early Christian Archaeology* (2019) and a chapter on late antique Anatolia (present-day Turkey) in *Baptisteries in the Early Christian World*, edited by Robin Jensen, et al., forthcoming as a Brill publication.

Fr. Richard remains active as lecturer and consultant on current issues of Catholic liturgy. At its May 2020 Commencement Exercises, he was awarded the degree Doctor of Humane Letters honoris causa by his home University of Portland in recognition of his 4 decades of service and leadership.

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MEET OUR SPEAKERS

REV. CHRISTOPHER H. SMITH

EPISCOPAL VICAR AND RECTOR OF CHRIST CATHEDRAL

Very Reverend Christopher H. Smith has been with Christ Cathedral from the very beginning of its transformation into a Catholic house of worship. Smith was appointed by the Most Reverend Tod D. Brown to serve as Episcopal Vicar and Rector of Christ Cathedral in March, 2012.



Still serving as Episcopal Vicar and Rector of Christ Cathedral, Father Smith was the first staff member of the Diocese of Orange assigned to the cathedral. As Episcopal Vicar he has been designated by Bishop Vann to oversee the administration, development and carrying out of the mission of the Christ Cathedral campus. As Rector of the cathedral, he is responsible for the pastoral ministry of Christ Cathedral Parish.

Fr. Smith has spent his entire priestly ministry in the Diocese of Orange. He is a member of the first class of seminarians who were ordained priests for the new Diocese of Orange on June 3, 1978. On June 1, 2018 he observed his 40th anniversary as a priest by celebrating a special Mass at Christ Cathedral Parish. He holds a Master of Divinity degree from St. John's Seminary and a Master of Arts in Religious Education from Fordham University.

He has served in numerous capacities in the Diocese of Orange, including parochial vicar, Director of the Office for Religious Education, Vicar for Religious Education, Pastor of St. Joseph Church, Santa Ana, and Episcopal Vicar for Priests.

He has served on numerous directorial and advisory boards, including the Board of Directors of St. John's Seminary, the Advisory Board of the Sisters of St. Joseph of Orange Educational Network, the Advisory Board of the Vatican II Institute, the founding Board of Taller San Jose Hope Builders and the Board of Concern America. He was the coordinator of Mission Education for Concern America and is chairperson of the Editorial Council of the Orange County Catholic.

Fr. Smith is a seventh generation Californian whose family was integral in the early settlement and development of California. His sister, Teresa "Tita" Smith, is Executive Director of Catholic Charities of Orange County.

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See story about Pearl's in August 2021 Issue of American Cemetery magazine

CONFERENCE SCHEDULE

MONDAY, JANUARY 23

4:30 PM Welcome Reception at the Hyatt Regency North Tower Pool

DINNER ON YOUR OWN

TUESDAY, JANUARY 24

8:00 AM Opening Prayer | Breakfast • Royal Ballroom EF

9:00 AM *"Is your sales team in right relationship? Find the path to holiness through a sales program based in integrity and skill in the service of our brothers and sisters"*

Sammy Villanueva

Archdiocese of Los Angeles Catholic Cemeteries & Mortuaries

10:30 AM Break

10:45 AM *"Guide to the 21st Century Consumer"*

George Owens & Lisa Minnehan • Social Approach

12:00 PM Lunch • Royal Ballroom EF

*Sponsored by Catholic Cemeteries & Mortuaries
ArchDiocese of Los Angeles*

12:45 PM Roundtable Discussion • Operations, Sales, & More

1:45 PM Supplier Face-to-Facetime

3:15 PM Break

3:30 PM *"5 ways the Catholic Consumer is Different"*

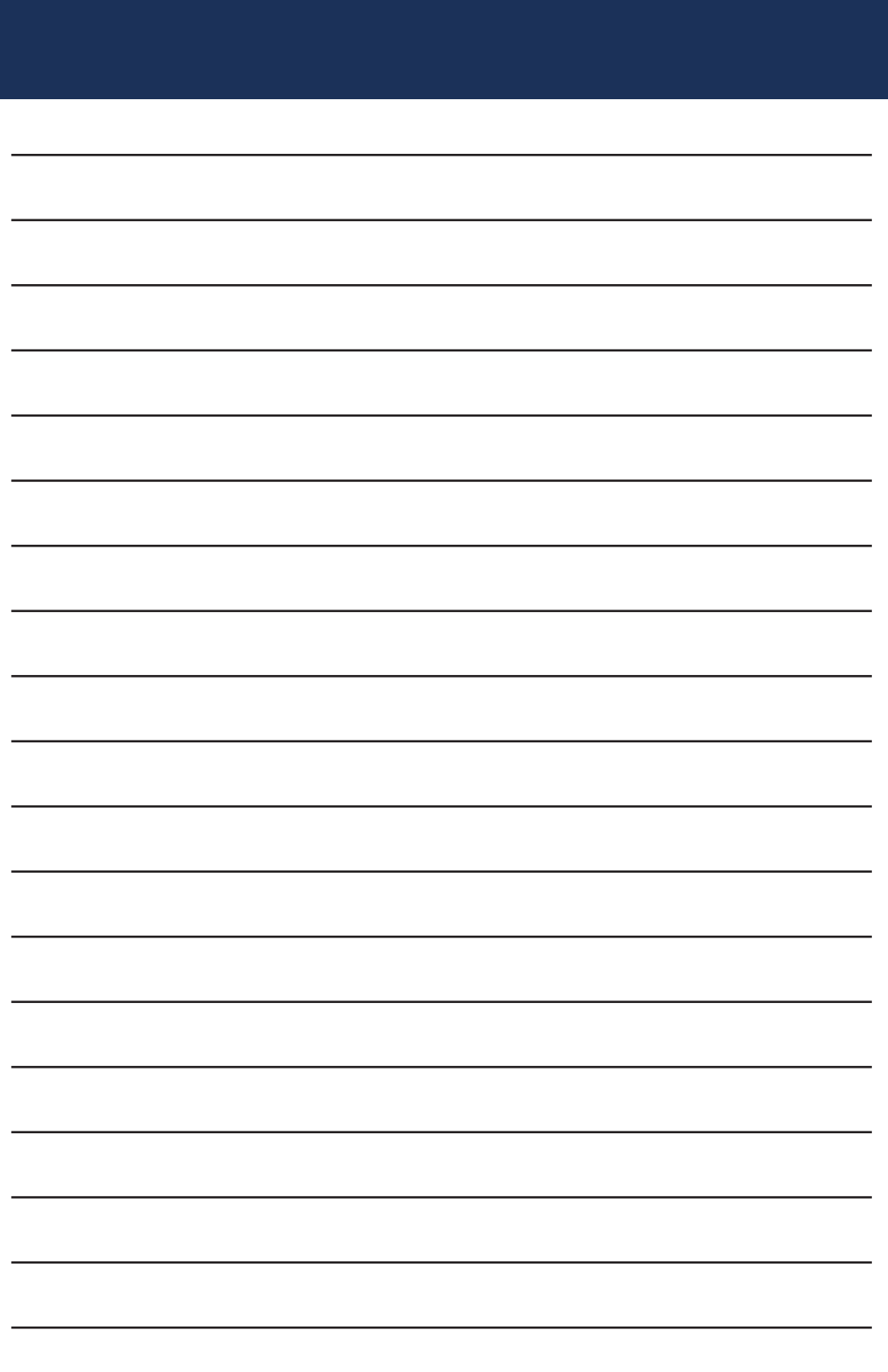
George Owens & Michael Cooperman • SoCal Approach

4:00 PM Suppliers Meeting • Royal Ballroom EF

4:30 PM CCFW Member's Meeting

6:30 PM Group Dinner at Oggi's

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Paradise Pictures*



THANK YOU BOARD OF DIRECTORS

A very special thank you to our current Board of Directors who worked diligently on creating an informative and spiritual agenda for this year's conference as well providing monthly round-table discussions for the membership. We look forward to seeing you in 2023 at the round-table discussions!

Past President - Monica Williams, San Francisco

Past President - Jerry Del Core, Sacramento

President - Douglas Farruggia, Los Angeles

Vice President - Al Martini, San Bernardino

Supplier Representative - Jimmy Pinocchio, Cemetery360

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WEDNESDAY, JANUARY 25

- 8:00 AM** Opening Prayer | Breakfast • Royal Ballroom EF
Sponsored by Plotbox
- 9:00 AM** “Revitalizing Your Mission: as Ministers with Hope to Bring”
Father Richard Rutherford • Priest of the Congregation of Holy Cross
- 10:30 AM** Break
- 10:45 AM** *Supplier Face-to-Facetime*
- 12:15 PM** Lunch • Royal Ballroom EF
Sponsored by Coldspring
- 1:00 PM** “Reaching Different Cultures in Ministries”
Father Christopher Smith • Episcopal Vicar & Rector of Christ Cathedral
- 3:00 PM** Board shuttle to Christ Cathedral.
Shuttle will pick up on the backside of hotel where Guest Parking is.
- 3:30 PM** Tour Christ Cathedral Memorial Gardens
- 4:30 PM** Mass Celebration • *Chapel in the Sky*
- 5:30 PM** Closing Reception with Dinner
Entertainment sponsored by the Diocese of Orange County
Hosted bar sponsored by Paradise Pictures
- 8:30 PM** Board shuttle back to Hyatt Regency

THURSDAY, JANUARY 26

- 9:00 AM** Board shuttle to Newport Beach
Transportation sponsored by Biondan
- 10:15 AM** All Aboard the Dream Maker Yacht
- 10:30 AM** Cruise and Champaign Brunch around Newport Harbor
- 12:30 PM** Disembark and board shuttle back to the Hyatt
- 1:30 PM** Arrive back at Hyatt Regency

Travel Home Safely and See You Next Year!

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Share good news, resources and more!

ccfwest.org/bulletin-board/

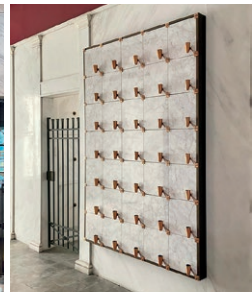
CCFW CAREER CENTER

Members may post job listings for free!

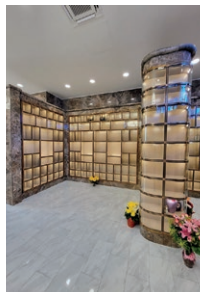
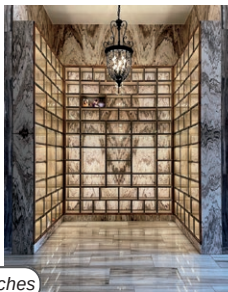
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2023 SUPPLIER FACE-TO-FACE TIME

Supplier Face-to-Face Time is a segment where attendees have the opportunity to spend 5 minutes of face-to-face time with each supplier!

This is your chance to learn about new products, features and just get to know our supportive suppliers in a fun, creative and memorable way. Suppliers in the past have had competitions, trivia games, skits and more.

Thank you to this year's participating suppliers:

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