



## 99th Annual Cremation Innovation Convention

August 16-18, 2017

at the Grand Hyatt New York

WELCOME

MCA

Metropolitan  
Cemetery  
Association

### A MIX OF GREAT SPEAKERS AND INTERESTING TOPICS

- Larry Stuart, Jr., Cremation Strategies & Consulting • *Back to Business: Redefining Cremation in the Consumer's Mind*
- David Nixon and Steve Eгна, Nixon Consulting, Inc. • *Transition Planning: The Good, the Bad, and the Ugly*
- William Bonacorda, Trust 100 • *Pre-Need Sales Tactics*
- Nick Timpe, webCemeteries.com • *Survey of Website and Software Tools That Increase Relevance*
- Tanya Marsh, Wake Forest University • *The Development and Structure of American Cremation Law*
- International Cremation Federation panel—*International Trends in Cremation*
- Bob Boetticher, Jr., SCI • *Using Cremation Statistics to Enhance Business Success for Cemeteries and Funeral Homes*
- Cremation Fundamentals • including J.P. Di Troia, Fresh Pond Crematory; Dennis Werner, St. Michael's Cemetery; Paul Harris, Regulatory Support Services; Lara Price, Sheehy, Ware & Pappas

### TWO EXCLUSIVE CANA SPECIAL EVENTS

- The Woodlawn Cemetery—tour the historic grandeur of this landmark site on Friday afternoon.
- Baseball! Cheer on your favorite when the Mets vs Marlins on Friday evening.

### COCKTAILS AND CONVERSATION

You'll benefit from lots of networking and exhibit time with two cocktail receptions—Wednesday and Thursday evenings.

### SEVERAL REGISTRATION OPTIONS

- Full registration—members \$645/non-members \$845
- Thursday registration only \$350
- Friday registration only \$175 (does not include cemetery tour)

### CANA CREMATORY OPERATIONS CERTIFICATION PROGRAM™

Take the opportunity to get CANA COCP™ certified on Wednesday from 8:00am - 3:30pm

**PLUS . . . AMPLE FREE TIME TO EXPLORE THE WONDERS OF NEW YORK CITY**

### TWO GREAT DEALS FOR MCA MEMBERS:

1. Get the CANA member rate on a full convention registration using code **MCA2017** when registering. Or, take advantage of low one-day pricing options: \$350 for Thursday and \$175 for Friday (cemetery tour excluded).
2. Park at The Woodlawn Cemetery and take either the Metro North or the subway into Grand Central Station. Limited space available; reserve through [jennifer@cremationassociation.org](mailto:jennifer@cremationassociation.org).

**REGISTER TODAY • [WWW.CREMATIONASSOCIATION.ORG](http://WWW.CREMATIONASSOCIATION.ORG)**