



# MEETING MINUTES

**AFCCA Board of Directors Meeting**  
**Green Acres Mortuary & Cemetery • Scottsdale, AZ**

**Thursday, September 12, 2019**  
**10:30 AM – 12:30 PM**

## **In attendance:**

### Board of Directors

Ethan Bueler, President  
Russell Persinger, Vice President  
Dan Salter, Secretary  
Steve Palmer, Treasurer  
Hillary Adair  
Michelle Green  
Hallie Lang  
Patricia Rodriguez  
Steve Handley  
Stephanie McNaughton

### Absent

Renee Corbelli  
Greg Coury  
Joseph Stone  
Donna Backhaus

### Staff

Heather Long, Executive Director

### Guest

Brent Denham, Arizona Family Florists and Arizona  
Floral Association

## **Call to Order**

Meeting Called to order at 10:37 AM by President, Ethan Bueler

## **Reports**

### **1. Secretary's Report**

Daniel Salter presented the August 8, 2019 Meeting Minutes.

**Motion to approve the minutes from the August 2019 Meeting by Russell Persinger, seconded by Steve Palmer. Motion approved unanimously.**

### **2. Treasurer's Report**

a) Approval of P&L and Balance Sheet

**A motion to approve the treasurers report was made by Daniel Salter, seconded by Hillary Adair. Motion approved unanimously.**

Note: The board will be working towards replacing the money we took out of investments last year to cover cash flow.

### **AFCCA Mission**

Encouraging the continuance of education of our members, promoting high ethical standards in our industry, and providing advocacy for death care professionals and the families they serve.



### 3. Executive Director Report

#### a) Crematory Operators Training Report

The event was sold out, we had 33 people from all over the US attend the crematory training class. CANA and AFCCA will split the profits evenly. The board agrees that we should continue this format.

#### b) October Meeting

Due to Heather being unavailable on the second Thursday of October, next month's board meeting will only be held via conference call if we have something we need to discuss or vote on.

### 4. Legislative Update

The legislative committee will be meeting with John Mangum and Trish Hart the week of October 14<sup>th</sup> to discuss the upcoming legislative season and our needs for the industry.

Daniel Salter asked if he could also join the legislative committee. Michelle Green also asked to join the committee.

### 5. National Updates

Hillary Adair asked the board to let her know of anything she should bring up at her Policy Board Meeting she will be attending at the end of October before the NFDA Annual Conference.

Heather Long announced she has a registration to send President Ethan Bueler to the NFDA Conference in October.

**A motion to approve travel funds for Ethan's lodging and airfare was by Daniel Salter, seconded by Steve Palmer. Motion carried unanimously.**

### 6. Supplier Representative Report

Brent Denham spoke on behalf of the Arizona Floral Association and would like to look for opportunities for educational events/seminars the Floral Association can provide to our members.

Steve Handley spoke about the Burial Vault Association and some articles Poul Lemasters has wrote for them. They will have a legal Q&A Conference Call to talk about social media best practices on November 13<sup>th</sup>, this is open to whoever would like to attend.

### 7. Foundation for Children Report

We had a wonderful surprise a \$42,000 from Implant Recycling c/o Adair Funeral Homes. We will be adding the funds to the Investment Account.



The foundation Fall mixer fundraising activity will just be a 50/50 Raffle. Also, school supply drive – specifically Kleenex, Clorox wipes and hand sanitizer.

## 8. Education

There are 32 students registered for this year's class.

Anyone that can do a presentation at the school to alleviate the amount of teaching Donna has to do so she can also do her admin work. Heather will ask Donna how she wants to work a schedule of presentations. Heather can reach out to our members for topics.

## Business Items

### 1. Educational Events

#### Larry Stuart Proposal

Larry Stuart and Karl Wenzel would like to hold a seminar in Arizona titled "Funeral Directors in the Age of Cremation". Heather would like to have it be a similar format to the Lacy Robinson evening. The board agreed to give it a try and see how it works out

Heather will work with Larry and plan it for 1<sup>st</sup> Quarter next year. Our goal is to keep it a low price for members to encourage attendance. We will ask for sponsors, giving four opportunities for \$500, and those sponsors will receive 5-10 minute presentation that evening and a table display.

#### Happy Eulogy Hour

Chris Hopkins from Sunland Memorial attended the Happy Eulogy Hour in August and thought it was very interesting. A good interesting. The board would like to nurture the relationship with Fawn Cheng to see what we can come up with together with her to reach an audience for funeral education. Heather will be reaching out to Fawn to discuss opportunities and for an interview for Instagram/Facebook stories. All questions will be reviewed by the board before the social posts.

### 2. 2020 Convention Planning

The Convention Committee visited and chose the Arizona Grand Resort and Spa for next year's convention site. The dates will be June 2-4, 2020.

#### Speaker Ideas

Poul Lemasters, Mike Nicodemous, Neil Panosian, Bruce Goddard, Lindsey Danielson, Karl Jennings When We Must Say Farewell (Ask Trish Hansen about Karl)

#### Topic Ideas



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Stress on industry professionals; building relationships with hospices; how to handle grief in families and ourselves. Heather, Steve, Ethan and Hillary will also be looking at speakers at the NFDA Conference.

## **Other Ideas**

Hold an event for spouses or non-golfers. Perhaps a spa event during golf tournament.

## **3. Fall Mixer**

The 2019 Fall Mixer will be on November 16<sup>th</sup> at Thirsty Lion in Tempe.

## **4. Other Business for the Good of the Order**

Ethan has been writing notes to non-members to invite them out to events. He has encouraged all board members to reach out to non-members in their community and invite them to the Fall Mixer.

## **Adjournment**

**A motion to adjourn the meeting by Daniel Salter, seconded by Steve Palmer. Motion carried unanimously.**

Meeting adjourned at 12:59 PM by President, Ethan Bueler.

**Next Full Board Meeting – Thursday, November 14, 2019 at 10:30 AM; Green Acres Mortuary & Cemetery Market Office unless otherwise noted.**