

January 17, 2018

# 2018 Association Outlook

Presented by  
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LISTEN & LEARN SERIES



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## 2018 Leaders

**Director at Large**  
Jessica Moratto CMSP

**Immediate Past President**  
Edward Halouska CMSP

**Secretary-Treasurer**  
Ronna Adams CFD

**Vice President**  
Stacey Kleinman CMSP

**President**  
Jehn-ai Jackson



Not pictured:  
Ervin Maltbie CFD  
Kevin Wood CMSP

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## 2017 RECAP

### District Meetings and Laws Classes

- Northeast (Greeley) – April
- South (Pueblo) – April
- West (Grand Junction) – June
- Denver (Wheat Ridge) – June

### Convention

- July 20-23 at the Embassy Suites Denver Downtown

### Preneed Compliance Review

- Meetings with Division of Insurance Reps.



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More professional development opportunities	Preneed legislation	Special interest groups
District Meetings	Leadership expansion	More robust website
Free monthly webinars	Membership Restructuring	Comprehensive bylaws changes

**2018**



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## PROFESSIONAL DEVELOPMENT

January 9 – “Preventing Workplace Harassment” Webinar  
 January 11, 18, 25 – CFDA 3-Part Online Laws Series  
 July 19 – NFDA Arranger Training Program  
 District Meetings – Northeast, South, West, Denver Metro Convention  
 Monthly Listen & Learn Webinars – *free for CFDA Member firms!*



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## LISTEN & LEARN WEBINARS

Wednesday, January 17	Wednesday, July 18
Wednesday, February 21	Wednesday, August 15
Wednesday, March 21	Wednesday, September 19
Wednesday, April 18	Wednesday, October 17
Wednesday, May 16	Wednesday, November 21
Wednesday, June 20	Wednesday, December 19

Topics and registration link will be posted at [www.cofda.org](http://www.cofda.org)



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## RESTRUCTURE

- Blueprint 2020
- Hybrid Professional Model
- Advisory Council
- Comprehensive bylaws changes
- Leadership expansion
- More robust website




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## ADVOCACY

- Preneed Legislation**
  - License for all funeral establishments
  - Registration for individuals who sell preneed
  - Consumer recovery fund
- Future and Priorities**
  - Inspections
  - Certification vs. license
  - Body donation




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## MEMBERSHIP MODELS

### Trade Association

**Establishment Members:** Business members such as funeral establishments, crematories, cemeteries, etc.

Tier-based dues on cumulative case volume

NFDA membership is required with Partnership affiliation.

### Hybrid Professional Model

**Professional Members:** Funeral directors, embalmers, cremationists, preneed counselors, owners, location managers.

**Business Members:** Colorado business that provides funeral care services to the public.

NFDA membership is optional with Choice affiliation.




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## MEMBERSHIP MODELS

### Trade Association

3 votes per primary Establishment Member firm at membership meeting

Employees can serve in leadership roles, committees and task forces.

7-person Board of Directors who are employed by a CFDA+NFDA Establishment Member firm.

### Hybrid Professional Model

1 vote for Professional Member with online voting

Individual members can serve in leadership roles, committees and task forces.

Board Members consist of Professional Members from various practice areas.



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## MEMBERSHIP MODELS

### Trade Association

#### Establishment Member

Dues is based on cumulative case volume for establishment and branches.

#### Base Fee

- Colorado \$150 to \$1500
- NFDA \$404 to \$1,456

#### Case Fees

- Colorado \$0.15 per case
- NFDA \$0.85 per case

### Hybrid Professional Model

#### \$120 Professional Member

- Possibly reduced rates for students, interns, and retired practitioners

#### \$325 Business Member

- Dues applies to 1 location, branch or business entity.
- Includes one Professional Member



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## HYBRID PROFESSIONAL MODEL

### Professional Member

Discounted registration fees.

Email bulletin.

Special Interest Groups (optional)

Subscription services through personal access to website.

### Business Member

Online directory listing for member location.

Email bulletin.

Use CFDA logo on business materials.

Free classified ads and job listings.



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## THE PROCESS

- Approval from Members to proceed with bylaws changes and apply to NFDA for change in affiliation – Partnership to choice
- Advisory Council appointed to engage in comprehensive review and recommendations for bylaws changes
- Membership meeting and vote to approve bylaws changes
- Develop member applications, benefits and tools
- Build list of potential members – employees at funeral care businesses, etc.
- Build website to support the new structure
- Launch January 2019 ?



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