2018 Association
Outlook

Presented by
Steffani G. Blackstock, CMP
Executive Director, CFDA

LISTEN & LEARN SERIES

CFDA
Calcardo Funeral



2017 RECAP

District Meetings and Laws Classes

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

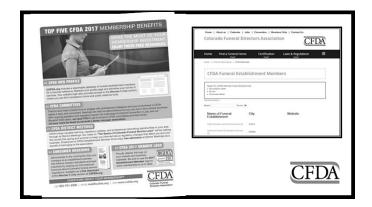
Convention

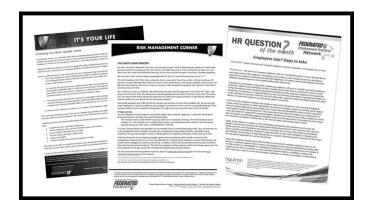
• July 20-23 at the Embassy Suites Denver Downtown

Preneed Compliance Review

Meetings with Division of Insurance Reps.









More professional development	Preneed legislation	Special interest groups	
opportunities	Leadership expansion	More robust website	
District Meetings	Membership Restructuring	Comprehensive bylaws changes	
Free monthly webinars	201 CFDA	8	

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!



LISTEN & LEARN WEBINARS

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

Topics and registration link will be posted at www.cofda.org



DEC.	TDII	\sim T	
RES	IRU		URE

Blueprint 2020

Hybrid Professional Model

Advisory Council

Comprehensive bylaws changes

Leadership expansion

More robust website



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



MEMBERSHIP MODELS

Trade Association

cemeteries, etc.

Establishment Members:Business members such as funeral establishments, crematories,

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.



MEMBERSHIP MODELS

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.



MEMBERSHIP MODELS

Trade Association

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

• 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



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

Email bulletin.

Use CFDA logo on business materials.

Free classified ads and job listings.



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 ?

