



SUGGEST-A-MEMBER CAMPAIGN

Connect. Share. Engage.

“Referring a colleague for CFSA membership is our most powerful tool for growth.”

—Kevin Thomson, CFSA President

CFSA is asking for your help to bring new members onboard. Last year members suggested nearly 40 funeral suppliers as potential membership candidates—several of which became members. Referring colleagues is the most effective means of increasing our membership which increases CFSA’s buy-sell opportunities, information pool, and resources for more member benefits. Plus, you get to be the GOOD GUY by offering prospects a free one-day guest pass to the 2011 Fall Conference & Trade Show.

CFSA’s 2011 Suggest-A-Member Campaign is as easy as 1, 2, 3...

Step 1

Submit Contact Information

Send the names, phone numbers, and postal and email addresses to CFSA for funeral suppliers not currently members using the **Prospect Lead Form**. *CFSA will contact your prospects to provide information and answer questions.*

Step 2

Follow Up with Your Prospects

CFSA will notify you when we’ve contacted your prospects. **Call your prospects** to affirm the value CFSA brings to your business and invite them to attend the 2011 Fall Conference & Trade Show (see Step 3).

Step 3

Call Bearing a Gift

Follow-up calls are easy when you **offer a gift**. You may invite registered prospects to be your guest on the day of their choice at the 2011 Fall Conference & Trade Show scheduled on Nov. 14-15 in Indianapolis, Indiana (up to two guest passes per company).

The Fine Print

1. Submit a **Prospect Lead Form** (enclosed) for each non-member funeral supplier prospect by **Oct. 15, 2011** (photocopy additional forms if needed).
2. You must submit a Prospect Lead Form before offering a Fall Conference & Trade Show guest pass to a prospective member.
3. You may offer a maximum of two guest passes per company to the Fall Conference & Trade Show for redemption on either Nov. 14 or Nov. 15. Guest passes include all events scheduled on that day. Prospects may register for the full event for \$195 per person (members’ one-day registration rate).
4. Those who submitted contact information last year do not need to resubmit them; CFSA will renew contact with these prospects on your behalf.
5. Contact Mark Allen at (847) 295-6630 or mallen@cfsaa.org if you have questions or want more information.

MEMBERSHIP BENEFITS OVERVIEW

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Deeply Discounted or Complimentary Benefits	Non-member Cost	CFSA Assoc. Member Cost	CFSA Assoc. Member Savings	CFSA Voting Member Cost	CFSA Voting Member Savings
Booth space—Fall Conference & Trade Show	\$1,600	\$490	\$1,100	\$490	\$1,110
Registration fee per person (non-exhibitor)—Fall Conference & Trade Show	\$395	\$295	\$100	\$295	\$100
Registration fee per person (exhibitor)—Fall Conference & Trade Show	\$375	\$260	\$115	\$260	\$115
Registration fee per person—Winter Seminar	\$950	\$795	\$155	\$795	\$155
Monthly Bulletin of Accounts Placed for Collections (Supplied by CST)	Not Avail-	No Charge		No Charge	
Nationwide Summary of Casket Sales (Casket unit, volume and dollar sales to FDs)	Not Avail-	No Charge		No Charge	
Estimated Urn Sales	Not Avail-	No Charge		No Charge	
Membership Roster	Not Avail-	No Charge		No Charge	
Monthly “Newsletter” (News, sales data, death statistics, forecasts)	\$75-\$150	No Charge	\$75-\$150	No Charge	\$75-\$150
CFSA Annual Report	Not Avail-	No Charge		No Charge	
Master Industry List (List of funeral service-related suppliers)	\$750	No Charge	\$750	No Charge	\$750
Funeral Director Credit Guide * (Funeral home payment histories)	\$750/state	\$750/state		No Charge	\$750+
Casket Sales Statistics Program * (Company sales and market share data)	\$250/state	\$250/state		No Charge	\$250+
Quarterly Past Due Survey *	Not Avail-	Not Avail-		No Charge	

* Available to participants who contribute data.



MEMBERSHIP CATEGORIES & DUES

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CFSA offers two membership categories: 1) Voting (funeral suppliers with product sales of longer than 6 months); and, 2) Associate (funeral suppliers with product sales of less than 6 months). The following sections present eligibility requirements and annual dues schedules for each category.

1) VOTING MEMBERSHIP

Eligibility

Any firm which sells goods or services to funeral homes, cemeteries, crematories or funeral-related supply companies is eligible for membership. Companies must have at least six months of documented sales within funeral service to be eligible for Voting membership.

Annual Dues Schedule

Annual dues are paid on the gross sales of caskets, funeral supplies, and/or services sold in the preceding year, in accordance with the schedule of assessments officially adopted by the Association. Gross sales are defined as total annual sales within the death care industry, less sales taxes and returned merchandise, if any. No other exclusions may be taken in calculating gross sales for dues purposes. Industry sales include burial garments, burial vaults, caskets, embalming chemicals and miscellaneous merchandise and services sold to funeral directors; and caskets, casket parts, hardware, finishes, coatings and coverings, textiles, steel or other supplies and services sold to casket companies. *The dues investment (USD) of all members is as follows:*

\$700 - Minimum dues on revenues up to \$1,800,000	\$6,500 - Revenues from \$11,000,000 to \$15,000,000
\$1,500 - Revenues from \$1,800,001 to \$3,000,000	\$8,000 - Revenues from \$15,000,001 to \$20,000,000
\$2,500 - Revenues from \$3,000,001 to \$5,000,000	\$10,000 - Revenues from \$20,000,001 to \$25,000,000
\$3,500 - Revenues from \$5,000,001 to \$8,000,000	\$12,000 - Revenues from \$25,000,001 to \$30,000,000
\$5,000 - Revenues from \$8,000,001 to \$11,000,000	\$15,000 - Revenues above \$30,000,000

All branches, subsidiaries, and related firms should be members of the Association under its aggregate dues provision. If all corporations are not brought into Association membership, the corporation with the largest dollar sales shall be the CFSA member.

2) ASSOCIATE MEMBERSHIP

Eligibility

Any firm which sells goods or services to funeral homes, cemeteries, crematories or funeral-related supply companies is eligible for Associate membership if they have fewer than six months of documented sales within funeral service. Companies may renew their Associate membership for only one additional year. They must achieve six months of sales within two years to convert to a Voting member.

Annual Dues Schedule

All Associate members pay \$490 (US dollars) per year regardless of company revenue. Payment is due with the membership application.



FALL CONFERENCE & TRADE SHOW

Nov. 14-15, 2011 | Indianapolis, Ind. | Crowne Plaza Hotel @ Union Station

The Trade Show Dedicated to Helping Funeral Suppliers Explore Buy-Sell Opportunities with Other Funeral Suppliers

The Casket & Funeral Supply Association of America (CFSA) is proud to present the only trade show designed specifically to enable a wide range of funeral suppliers, manufacturers and distributors to explore new business alliances and buy-sell opportunities without the distraction of non-supply companies.

Who Should Attend?

- Funeral suppliers wishing to increase their industry visibility;
- Funeral suppliers wishing to network with funeral supply decision makers;
- Casket and urn manufacturers seeking distributors;
- Casket and urn distributors seeking new products;
- Manufacturers offering parts to casket manufacturers;
- Chemical companies seeking distributors and partnerships.

Why Should You Attend?

- 40+ funeral supplier exhibits showing the latest funeral service products and services;
- Panel discussion with top funeral supply leaders providing insight into supplier trends and responses to economic concerns;
- Access to 250-300 prospective customer decision makers;
- Up-to-the-minute news about funeral suppliers and trends;
- Conducive environment for exploring new supplier relationships;
- Constructive feedback from potential customers about your products, services and company.

More Information

Call CFSA at (847) 295-6630 or email mallen@cfsaa.org to receive mailings with details about the event. Visit www.cfsaa.org for information updates.

Fall Conference & Trade Show Schedule

Monday, November 14, 2011

9:00 a.m.-6:00 p.m.	Registration desk opens
9:00 a.m.-11:30 p.m.	Exhibits setup/Exhibitor Continental Breakfast
11:30 a.m.-12:30 p.m.	Exhibitor Luncheon
12:25 p.m.	Official Show Opening Ceremony
12:30 p.m.	Exhibit Hall opens; Attendee Luncheon
4:30 p.m.	Exhibit Hall closes
4:30-6:00 p.m.	Networking/Lifetime Recognition Awards Reception

Tuesday, November 15, 2011

7:30-9:00 a.m.	Buffet Breakfast
8:30-9:00 a.m.	Business Session/Elections/In Memoriam
9:00-9:15 a.m.	Beverage Break
9:15-10:30 a.m.	Keynote Address—TBA
10:30-10:45 a.m.	Beverage Break
10:45-Noon	Panel Discussion: <i>Industry Leaders</i>
Noon-2:00 p.m.	Exhibit Hall opens; Attendee Luncheon
2:00 p.m.	Exhibit Hall closes; exhibits tear Down

(Schedule subject to change)

www.cfsaa.org



PROSPECT LEAD FORM

2011 Suggest-A-Member Campaign

Prospect Lead Information

Company _____ Contact name _____

Address _____ Telephone _____

City _____ Email _____

State/Prov _____ Zip/Postal _____ Fax _____

Business type:

Manufacturer Distributor Service provider Retailer Importer Consultant Other

Primary products/services:

Member Submitting the Prospect Lead

Members must submit a Prospect Lead Form to CFSA before offering a guest pass; limit two guest passes per prospect company; prospects may redeem a guest pass on either Nov. 14 or Nov. 15, or they may attend the full event by paying the one-day member registration fee of \$195 per person.

Company _____ Contact name _____

Address _____ Telephone _____

City _____ Email _____

State/Prov _____ Zip/Postal _____ Fax _____

PLEASE SUBMIT FORM NO LATER THAN OCT. 15, 2011
(Photocopy form for additional prospective members.)

By fax: (847) 295-6647

By email: mallen@cfsaa.org

By postal mail: 49-Y Sherwood Terrace, Lake Bluff, IL 60044-2231