

50th Annual New England Cemetery Association Frederick R. Laffond Cemetery Management Seminar Schedule

Monday, December 9th

12:00 Registration

1:00 Welcome Remarks – Introduction of First Timers

Afternoon speakers, topics include:

Benefitting From Technology – Tools for Success

Linda Jankowski, Director of Business Development,
webCemeteries

Cemetery Care and Investment Strategies for Cemeteries

Chris Genrke, Cooperative Funeral Fund

Meet the Suppliers

6:00 p.m. Social Hour followed by a buffet dinner

Tuesday, December 10th

9:00 Morning speakers, topics include:

Cremation Memorialization: Hope, not Despair

Jason Engler, the Cremation Historian

Offering Families a Professional Sales Presentation

Linda Jankowski, Director of Business Development,
webCemeteries

Promoting Your Cemetery Through Community Engagement

Anthony Hollingshead – President, Swan Point Cemetery

Break for Lunch

1:00 Afternoon Speakers, topics include:

Public Relations and Marketing

David L. Hughes – Vice President, Dodge Associates, Inc.

Cemetery Landscape as Habitat:

New Paradigms Honoring Ecology & Culture

Jenna Webster, Designer, Larry Weiner Landscape
Associates

Panel Discussion:

An opportunity to discuss cemetery challenges and
solutions, in a question and answer format.

6:00 p.m. Social Hour followed by a plated dinner

Wednesday, December 11th

Breakfast (Buffet + Omelet Station)

Seminar Recap – Closing Remarks – Surveys – review of
Speakers and topics for next Seminar.

Thank you for attending and have a safe ride home.

Mary Anne Hawthorne and Kelly Perry