

You are cordially invited to a **WILBERT EXECUTIVE TOUR & CONTINUING EDUCATION EVENT**

June 17th (noon) –
June 18th (1pm)

PROGRAM SPEAKERS



Mark Klingenberger

*VP Sales & Marketing
Wilbert Funeral Services, Inc.*

HOW FAMILIES MAKE BUYING DECISIONS

Learn four key factors involved in all buying decisions and how they apply to funeral service. New consumer research on burial families' expectations and knowledge will also be shared.



Terry Whitlock

*Executive VP Licensee Relations
Wilbert Funeral Services, Inc.*

HELPING YOUR COMMUNITY

Learn about two programs offered by Wilbert to help families of fallen first responders and children dealing with grief – and how funeral professionals can help their communities through these programs.



Frank Kaiser

*President & CEO
Eagle's Wings Air*

SHIPPING IS SERIOUS BUSINESS – HOW ARE YOU MANAGING THE RISK?

Shipping human remains requires special considerations, preparations and logistics. Learn best practices and gain useful tips in how to manage family expectations.



Lance Ray

*Executive V-P Sales & Marketing,
Pierce Chemicals*

MIX MATTERS

This session provides an overview of embalming, mixing tips, prep room ethics, and a discussion on the critical importance of case reports.

Mike Devaney

*Cremation Merchandising Manager
Wilbert Funeral Services, Inc.*

“WE JUST WANT A CREMATION” – OBSTACLE OR OPPORTUNITY?

Delve into cremation trends, family concerns, right questions to ask, and tips on creating packages that will help families while helping your business.



Don Robinson

*President
Signet Supply*

WEATHERING DEATH CARE'S PERFECT STORM

A perfect storm is brewing in the industry and we are all impacted. The key is to recognize the challenges and manage them to your best advantage. Value over brand, rising costs, a slow economy and other issues will be discussed.



Mike Bogacki

*Chief Operating Officer
Wilbert Funeral Services, Inc.*

Gabor Gondocs

*Plant Manager
Wilbert Funeral Services, Inc.*

FACILITY TOUR

See first-hand the various facets of Wilbert Funeral Services' operations on this informative guided tour.



APPROVED

for **6.5 CE hours** through the
Academy of Professional
Funeral Service Practice

Wilbert®

Commemorating Life with Respect™

Event Location

Wilbert Funeral Services, Inc.
2913 Gardner Road
Broadview, IL 60155

RSVP to: