



NEW SESSIONS ANNOUNCED FOR WILBERTEDU™ ONLINE CEU COURSES

OVERLAND PARK, KS, February 25, 2021 – WilbertEDU™, the complimentary online CEU program offered to funeral professionals by The Wilbert Group, has new sessions available now for registration. Funeral professionals can see the continuing lineup of upcoming topics and register for individual sessions on www.wilbert.com/wilbertedu.

On March 4 is a presentation by Dan Welzenbach and Michael Nash of Wilbert Funeral Services entitled “Back to Basics: Burial Vaults”, reviewing manufacturing and delivery processes for outer burial containers and a discussion on how the OBC is an intangible selection for families yet a vital part of the final treasured tribute of a loved one at the graveside. On March 18, Jon O’Hara of Great Lakes Partnership will present “Connecting the Dots: How to Properly Network with Deathcare Influencers”, exploring the do’s and don’ts of networking and relationship-building with those who have influence over decisions when it is time to choose a funeral home or deathcare provider, including hospice, clergy, estate attorneys and social workers. On April 8, noted author and speaker David Kessler of www.grief.com, will present “Death by Suicide”, one of the most devastating losses families face. Old beliefs are being replaced by new information on mental illness and brain science, information which David will share. Topics will include how to help families deal and cope with suicide and ways to test if consoling techniques will help. David is the world’s foremost expert on grief and loss and is the author of six books including the new bestselling book, “Finding Meaning: The Sixth Stage of Grief”.

To date, over 3,000 attendees have taken advantage of the breadth of topics offered in the WilbertEDU program since its launch in November, 2020. Many participants have taken the time to express their appreciation to be able to learn or refresh skills on topics including time management, principles of professional success, children and death, cremation and ceremony, cemetery development, legal issues surrounding disinterment, embalming techniques, and more – all from the comfort of their homes or offices.

“We are honored to have such high caliber instructors with deep levels of expertise presenting WilbertEDU sessions for funeral professionals.” said Mark Bates, President and CEO of Wilbert Funeral Services, Inc. “We are happy to be investing in the success of our funeral industry partners by offering

these CEU courses at no cost and in the safety and comfort of their homes and offices. We are very pleased to have seen the industry respond with repeat attendance and generous contributions to The Wilbert Foundation, a philanthropic organization that provides pediatric chaplains with tools, resources and funding to help children who are experiencing traumatic events in their lives.”

Go to www.wilbert.com/wilbertedu to see upcoming topics and receive updates on WilbertEDU sessions, dates, times and registration.