



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ANTONIO GREEN TO ADDRESS MULTIGENERATIONAL WORKFORCE CHALLENGES AT UPCOMING CONTINUING EDUCATION WEBINAR

LEAWOOD, KS, June 12, 2024 – Wilbert Funeral Services, Inc. is pleased to announce that Antonio Green, a distinguished fourth-generation funeral director and author, will be the featured speaker for our upcoming WilbertEDU® continuing education course on July 25, 2024. The webinar, “Bridging the Generational Divide in the Workplace,” will focus on the importance of a multigenerational workforce where every generation feels valued and understood.

Antonio Green has dedicated over 15 years to the funeral service industry, upholding his family's century-long legacy at the James H. Cole Home for Funerals in Detroit, MI. A graduate of the University of Detroit Jesuit High School and Bowling Green State University, Antonio's commitment to being a "Man for Others" has been evident throughout his career. He further honed his skills at the Cincinnati College of Mortuary Science, where his passion for helping others in their time of need led him to modernize and expand his family's business.

Under Antonio's visionary leadership, the James H. Cole Home for Funerals opened a new facility in 2010, reflecting his innovative approach and dedication to the community. His commitment to professional excellence is further exemplified by his 2021 book, "Talk to Me - Understanding the Millennial Mindset," which offers valuable insights for small business owners seeking to engage with the Millennial generation.

Antonio's presentation will cover topics such as understanding the generational landscape, challenges in managing a multigenerational workforce, strategies for bridging the generational gap, the role of each generation in fostering a cohesive workplace, and the benefits of a successfully integrated multigenerational workforce for long-term business success.

"We are thrilled to have Antonio Green share his wealth of knowledge and experience with our attendees," said Mark Bates, President and CEO. His unique perspective and proven track record of success will provide invaluable insights to funeral professionals."

In addition to his professional accomplishments, Antonio is a dedicated family man, married to his wife Angel since 2010, with whom he has three extraordinary children: Nolan, Berkeley, and Jaxson. His personal and professional journeys serve as an inspiration to many, highlighting the importance of balancing family, career, and community service.

Don't miss this opportunity to learn from one of the industry's most promising young leaders. Register for the continuing education course today at Wilbert.com/wilbertedu.

About WilbertEDU®: Wilbert Funeral Services, Inc. supports funeral professionals seeking CEU hours with a complimentary online program called WilbertEDU. Launched in November 2020, WilbertEDU has featured dozens of presenters, all accomplished funeral professionals, and entrepreneurs, providing insight on a wide variety of deathcare topics. Participants have expressed their appreciation for the many industry-related topics including professional and staff development, embalming, children and death, cremation, cemetery development, legal and ethical issues, and many others, all from the comfort and convenience of their own homes and offices.

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